

# PRINTERS' INK



A JOURNAL FOR ADVERTISERS

VOL. CLXIX, No. 3

NEW YORK, OCTOBER 18, 1934

10c A COPY

## The Silver Lining Shows Through

YEARS AGO, sugar was just a commodity, scooped out of an open barrel. There was no way for the consumer to distinguish between quality sugar and the inferior kinds. Clean retail handling was difficult. Dealers lost much through waste.

Then came the vision of a better way to market sugar. The American Sugar Refining Company was a pioneer in packing sugar in clean, sanitary, exact-weight cartons and cotton bags. It branded these with the name Domino. An educational advertising campaign to the consumer was launched, telling of unvarying Domino quality. Another went to the dealer showing the convenience of selling packaged sugars — the waste in handling bulk sugar. Year after year, campaign has followed campaign. Other refiners fell in line. Packaged sugar became popular.

In 1929 industrial skies darkened. But, Domino advertising never ceased. . . . And now, Domino greets the upturn in business with maintained identity — with entrenched goodwill — a splendid tribute to industrial courage, and the power of the printed word.

### N. W. AYER & SON, Inc.

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA  
 NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
 LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

# FIRST IN BOSTON

•Until this year the accepted way to buy advertising space in Boston was to select the **HERALD-TRAVELER** to cover the most responsive part of the market and some other paper to reach the rest. This was a good general rule until circulation trends . . . recently becoming more marked . . . changed the arithmetic.

Today—according to the Publisher's statements for the six months ending March 31, 1934—you have the **HERALD-TRAVELER** actually leading all the other dailies not only in Greater Boston but in the thirty-mile A. B. C. trading area as well . . . with its better-than-average market of nearly three million people. That's simple addition . . . with the quality of the **HERALD-TRAVELER** market remaining the same.

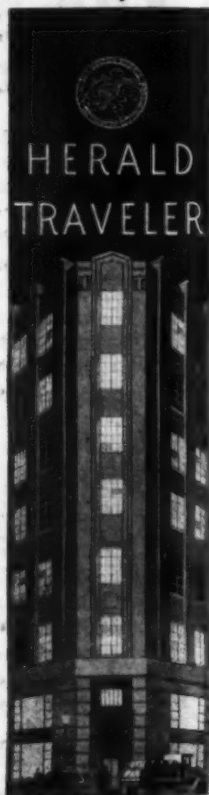
But it takes subtraction, now, to give you the circulation of what used to be the larger Boston newspapers.

Circulation figures tell these plain facts—facts that now show the **HERALD-TRAVELER** as "FIRST IN BOSTON." In total advertising, too, the **HERALD-TRAVELER** continues to lead all Boston newspapers as it has done for seven consecutive years.



Advertising Representative:  
**GEORGE A. McDEVITT CO.**  
New York Chicago Detroit  
Philadelphia San Francisco

## BOSTON HERALD-TRAVELER



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# PRINTERS' INK

NEW YORK, OCTOBER 18, 1934

## This Week

**DOES** business really pine to return to a bull market in wooden nutmegs?

"It is unthinkable," writes C. B. Larrabee, in this week's leading article, "that any considerable number of business men would like to repudiate the things that the various trade practice provisions in the code call for."

But where does business stand; and where does it go from here?

Mr. Larrabee has tapped the opinions of 100 executives; and, dividing about fifty-fifty between praise and denunciation of government-by-code, they have told him, frankly what they think.

With the NRA's entry into a new and important phase, it becomes necessary for executives, and especially for the key men in industry, to make up their minds.

**Business has come to a three-pronged fork.** Mr. Larrabee outlines the three possible choices—and their probable consequences.

\* \* \*

Business finds itself among quicksands of prices and profits. W. R. Veale, manager of the toilet article department of Colgate-Palmolive-Peet, describes a plan by which his company is **converting loss leaders into profit leaders.**

\* \* \*

Last week was **A.B.C. week** in Chicago. It was fitting, therefore, that Arthur Kudner, president of Erwin, Wasey & Company, at the twentieth anniversary session of the A.B.C. should outline the important part that this organization has played in the advertising picture. In addition, he gave some excellent suggestions for future conduct and policies.

\* \* \*

**Waste in advertising? Yes!** And from that take-off, Harry

Tipper, executive vice-president of the American Manufacturers Export Association, proceeds to point out that there is waste, also, in the operation of a steam engine, or of an electric motor, or of a truck. And because they are wasteful, shall we throw them away? But is there room in advertising for improvement? There is, says Mr. Tipper, in advertising technique.

\* \* \*

"As Justinian said, integrity is the foundation of character." That might be the easy, opening sentence of a block of copy. But in his second sentence, the copy writer, so Arthur H. Little suggests, might find it difficult to hitch Justinian to a bottle of mineral oil. Worked up, as usual, Mr. Little hits out at the quoters—this under the title, **"Save the Quotes for Dialog."**

\* \* \*

A newcomer enters the field where graze the contented cows. The Golden State Company, Ltd., goes in for evaporated milk. **How to get going?** The answer, as described by Nathan Dan Danziger, was an unusual merchandising display campaign. Mr. Danziger draws lively parallels between merchandising and football. The title: **"Profit-Making Displays."**

\* \* \*

From the educational phase, advertising invoked by the **Federal Housing Act** now moves to the phase of brass tacks. More and more strongly, current copy is stressing sales points.

\* \* \*

Here is something new in **agency organization.** Campbell-Ewald announces that it will operate a new Detroit agency, to be known as D. P. Brother & Company. The new company is staffed by former Campbell-Ewald executives and

will have access to Campbell-Ewald facilities. But it will be as strictly and strenuous a competitor of C-E as Chevrolet is of Pontiac.

\* \* \*

Jack Hoffmann manages a Jewel food store in Chicago. He has studied store demonstrators—seen them come, do their stuff, pack their kits, and go. From the angle of the man behind the counter, and under the title, "**Modern Ideas about Store Demonstrations**," he offers suggestions by which manufacturers can make their demonstrations more profitable.

\* \* \*

The direct-mailers' road show played in Boston last week; and the Direct Mail Advertising Association elected to its presidency one of the three men especially credited with the road show's success. The new president is **Leonard J. Raymond**, who also is president of Dickie-Raymond, Inc. At the Boston session, users of and spokesmen for other kinds of media told how they're using direct mail in support.

With a compact, single-unit woodworking machine, **General Electric** enters the hobby field \* \* \* **Bauer & Black** bring out a new lotion, called **Velure** \* \* \* as entertaining a tale as it was sixteen years ago, there bobs up a yarn of big-league, competitive salesmanship—how **Henry Ford** and **Harvey Firestone** locked horns to sell a Santa Rosa Indian \* \* \* **Seagram's** urges whiskey drinkers to make theirs short \* \* \* **Brunswick** teaches billiards \* \* \* New England practically rocks with the revelation that **Otto Grow Smokes Pippins**.

\* \* \*

This week, the **Schoolmaster** concerns himself with: Al Smith, as a writer of testimonials; smaller shipments to encourage bigger orders; and other scholastic topics.

\* \* \*

The editorials discuss; the President's vagueness on monetary policy; education via radio; A. B. C. week; a remarkable young man named Wesley Schuyler; and wisdom, aged in the wood.

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*First six months, 1934*

**125,362**

(NET PAID, A. B. C.)

*Advertising rates  
based on*

**115,000**

Page rate per thousand  
the lowest in New Yorker history

Circulation average  
the highest in New Yorker history

THE  
**NEW YORKER**

25 WEST 45th STREET  
NEW YORK CITY



**G**ROWING business in Milwaukee brought The Journal a gain of 1,656,636 lines of advertising in the first nine months of 1934 over the same period a year ago. This was nearly ten times the gain of any other Milwaukee paper. The Journal published 9,416,977 lines of paid advertising—two and one-half times as much as the second paper. You should be using *more* Journal space and getting *more* sales in Milwaukee!



**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

# Now Comes Crisis in Trade Practice Agreements

Industry, Weary and Harassed, Has Three Choices

By C. B. Larrabee

**R**ECENTLY the astute Bugs Baer said, "Richberg seems to have swung from price-fixing to the established American custom of every man for himself. The pendulum will swing so far the other way that Connecticut will return to prosperity on wooden nutmegs."

Behind the sardonic humor of that remark lies a question that business must ask itself. Does it want to go back to a bull market in wooden nutmegs? If it does not, what can it do to keep the pendulum from making the wide swing?

It is unthinkable that any considerable number of business men would like to repudiate the things that the various fair trade practice provisions in the codes stand for. Yet a great many business men are wearied beyond measure by the almost inextricable messes caused first, by too hasty inclusion of certain trade practice provisions in the codes, and, second, by maladministration of those provisions.

President Roosevelt, on Monday, announced that he wants industry to police itself. Somewhat ominously the newspaper reported that he was planning to give industry "one more chance" to clean up chiseling practices. In any scheme of self-policing trade practice provisions present at once the greatest opportunity for industrial good and also the greatest chance for business confusion.

Recently I sent a letter to the presidents of 100 large corporations. So far as possible, these letters were not sent to executives who are also members of code authorities. The executives were asked to tell frankly and confidentially whether the trade practice provisions in the codes under which

their companies operated had been instrumental in improving conditions in their industries.

The replies ranged from the most vigorous denunciation to almost fulsome praise. Significantly enough, the replies were also divided about fifty-fifty between praise and denunciation.

These letters present the frank opinion of leading industrialists. They indicate only too clearly that the fair trade practice provisions have fallen down woefully in a number of industries. On the other hand, they indicate hopefully that it is possible, where provisions are wisely chosen and well administered, to bring about a real ethical improvement in industries.

Within the next few months every business operating under a code will find itself forced to clear its own mind as to its attitude toward fair trade practices. The NRA has just entered a new and important phase. The Government is contemplating serious revision of NRA policies, and is already sending up trial balloons to find out business sentiment. One of these balloons, labeled price-fixing, was shot at from all sides.

So far as trade practice provi-

# "Where do I come in?"

SELF-INTEREST dominates mankind even beyond the primal urge for self-preservation. To most of us, the world's doings are something to be weighed and measured in the light of their effect upon ourselves alone.

Thus, a flood in China may be a very real thing to large numbers of Chinese, but not until we hear the river's waters running high past our own doorstep are we moved to real action.

Patriotism and humanitarianism are noble, genuine emotions; but history records few instances of a citizen's clamoring for his own taxes to be increased, or for a neighbor's street to be improved, at the expense of his own.

The surest way to quicken human interest is to put your message in terms of the other fellow's personal needs. Only the bald care a hoot for baldness remedies; only a musician can wax enthusiastic over counter-point and successive ninths.

"Where do I come in?" is the universal response to any proposal.

★ ★ ★

The most successful advertising campaigns have been those which caught this spirit of self-interest.

Music lessons have been sold, because they taught music, but because they made the pupil something he wanted to be, something he had been before; because he believed it would bring him popularity and a new sense of importance.

Most people want to be popular. They want to be important. They want good looks, health, charm. They want happiness and freedom from worry; they want futures for their children; luxury and leisure for their wives.

You could offer music to people the divine gift of genius, as the brilliant force that gave the world names as Bach, Beethoven and Brahms.

But you wouldn't interest as many people that way as you would if you offered them music as a means to friendships, to more money, to possible romance.

★ ★ ★

However fine your product, its value to the consumer only in so far as it will do for *him*. Quality, price, rights, and price are factors that come before the specific demands of the person singular. If a man thinks he can do as well with a shirt that com-

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he can with one that costs \$2, he will buy the cheaper article—every time. The way to sell him a \$2 shirt is not to tell him it's a better shirt, but that it's a better shirt for *him*, because it will do something for him that the cheaper shirt won't do.

If the readers of advertising could look back, their statements would run out like this: "If you want my money, don't talk to me in the abstract. Don't tell me about manufacturing processes, mathematical equations, or investments in Manchuria. Don't argue, threaten, or confound me with logic. Promise me—dramatically and sin-

cerely—that you'll do something definite to relieve my cares or improve my lot. Just tell me what your product will do for ME!"

★ ★ ★

In planning any advertising, this agency has always sought one simple, fundamental *human* thing that would appeal to human beings. We should be glad to show any executive examples of this appeal in action, and to show how many companies, using this type of advertising, have been able to maintain and actually increase their sales, right through the darkest years of the depression.

The following national advertisers are among the accounts served by Ruthrauff & Ryan, Inc.:

'blue coal' • Canadian Pacific Railways • Cocomalt • Covo Shortening • Davis Baking Powder • Dodge Brothers Motor Cars, Trucks, and Buses • Franco-American Spaghetti • Gar Wood Industries Inc. • Gillette, Auto-Strop and Probak Razors and Blades • Goodrich Silvertown Tires • Hildick Applejack Brandy • Ironized Yeast • Kentucky Winners Cigarettes and Kentucky Club Tobacco • Lea & Perrins Worcestershire Sauce • Lee Union-A-alls • Lifebuoy Shaving Cream • Lifebuoy Soap • Arthur Murray School of Dancing • Nature's Remedy • Nestle's Milk Products • Noxsema • Pennsoil • Rinso • Standard Statistics • Tums • U. S. School of Music • Valspar Varnishes and Enamels • Wolverine Shoes.

# RUTHRAUFF & RYAN, INC.

*Advertising*

NEW YORK

CHICAGO

DETROIT

ST. LOUIS

KANSAS CITY

LOS ANGELES

SAN FRANCISCO

SEATTLE

sions are concerned, industry has three choices.

The first is to junk trade practice provisions altogether. It is doubtful if the Government would allow this to be done unless a tremendous amount of pressure is brought to bear. It is probable that even if there was strong sentiment for the junking of the provisions, there is still enough support for these provisions to keep them in codes.

Second, is the possibility of clinging to present trade practice provisions and administering them more stringently.

The third choice is to modify these provisions and to eliminate so far as possible those which are at the present time unworkable and those that cause hopeless conflicts to the provisions of other codes.

In the remote eventuality that the provisions were removed entirely, business leaders undoubtedly would be the first to demand some Governmental co-operation in enforcing at least rudimentary fair trade practices.

#### Outlook for Trade Practice Conferences

Of course, there is always the Trade Practice Conference, but in spite of the often surprising benefits of these Conferences, the fact remains that they were not widely employed, nor, frequently, did they really eliminate some of the most damaging practices.

Therefore, if trade practice provisions are taken out of the codes, business must ask that the Trade Practice Conference idea be radically modified so as to become more immediately useful or else demand the setting up of some other mechanisms to accomplish just what the Conferences were supposed to.

This point is more or less academic at the present time because nothing in sight would lead one to believe that there will be any concerted effort to eliminate all trade practice provisions from codes. Nor, in spite of the pious wishes of a number of business men, does there seem to be any immediate prospect that the NRA will be tied up and thrown overboard.

The question of whether business will want to cling to present fair trade practice provisions may also be academic inasmuch as it is quite possible that the Government will insist upon keeping them, or at least a large part of them.

In any consideration of trade practice provisions it is essential that the business recognize that these provisions fall pretty generally into two great classes. Between these classes is a kind of No Man's Land where they merge and intermingle, so it is often difficult to decide just where some of them belong.

On the one side are those provisions which Lincoln Filene has defined as "economic." It is here that we find violations determined by whether or not they live up to certain price-fixing or price maintenance provisions in the codes.

It seems significant to me that out of the letters received from presidents in denunciation of codes, all but two came from industries operating under codes with price-fixing or maintenance provisions in them.

On the other hand, most of the praise of codes came from those industries where the trade practice provisions have nothing to do with price and are simple and easily administered efforts to get at a few of the more important and costly unethical practices.

Therefore, it would seem that the problems of those businesses where trade practice provisions are tied up with price is to find some method of stringent administration, or else to eliminate the price-fixing element.

Right here it is well to emphasize the difference between price-fixing and open-price agreement. The two are quite different, although frequently muddled thinking tries to lump them together.

#### Business Guards Its Quid pro Quo

It is obvious from the storm of protests that met Mr. Richberg's trial balloons that business is far from ready to do away with price-fixing provisions. After all, in the

(Continued on page 96)

IT DARES TO BE DIFFERENT

POINT OF  
DIFFERENCE NO. 6



## *Regional Advertising* **at REGIONAL RATES**

Three editions of The Christian Science Monitor are published daily—one for the Atlantic Seaboard, Canada and Europe . . . another for the Central States . . . a third for the Rocky Mountain and Pacific Coast States. Advertisers enjoy the economy of regional placement in a medium of international prestige.

## **THE CHRISTIAN SCIENCE MONITOR**

Published by The Christian Science Publishing Society  
Boston, Massachusetts

**NEW YORK OFFICE—500 FIFTH AVENUE**

*Other Branch Offices:* Chicago, Detroit, St. Louis,  
Kansas City, San Francisco, Los Angeles, Seattle, Miami  
London, Paris, Berlin, Florence, Geneva



AN INTERNATIONAL DAILY NEWSPAPER



# Dual Agency Set-up

A UNIQUE development in advertising agency practice may be read into an announcement issued by Henry T. Ewald, president of the Campbell-Ewald Company, following completion of the organization which will operate D. P. Brother & Company, new Detroit agency. The new agency is made up of former Campbell-Ewald executives and will have at its disposal Campbell-Ewald facilities.

Just as General Motors and other companies have competing units, so the dual agency set-up offers an opportunity to operate with watertight compartments, even though the agencies are financially the same. They will regard each other as competitors, just as Chevrolet or Pontiac compete for the patronage of prospective car buyers.

Of course agency practice has seen instances where competing accounts are handled within one organization. Everything is done to keep the working plans on one account unknown to those responsible for the other account. The two groups working separately will lean over backward in keeping their respective plans and relations

with their clients to themselves.

The Detroit venture would seem to be an attempt to bring about an even more clearly marked line of delineation. Because competitors don't sit in the same office, but sit in different places, so the agencies will have offices of their own and their separate personnel. Yet, closely following the philosophy which guides General Motors, the affiliated agency will have the advantages of the general research and service functions of the parent organization.

Former Campbell-Ewald executives who constitute the new agency are headed by Mr. Brother and include W. O. Floing, Frank G. Kane, A. J. Feinberg, R. K. Edmonds, Clarence Hatch, Jr., and Carl Georgi, Jr. Offices have been established on the eighth floor of the General Motors Building.

The new agency, Mr. Ewald states, will be entirely independent and self-contained from a creative and production standpoint. It has at its disposal Campbell-Ewald's nation-wide facilities such as branch offices, outdoor radio and marketing research departments.

## Wesson Oil Approves Two Agencies

The Wesson Oil & Snowdrift Company, New Orleans, has appointed Calkins & Holden, Inc., New York, and the Fitzgerald Advertising Agency, New Orleans, to handle its advertising account jointly. During separate periods these agencies had previously handled this account individually.

## Join Ruthrauff & Ryan

Ellis J. Travers, formerly director of advertising and assistant sales manager of Nash Motors, has joined Ruthrauff & Ryan, Inc., as account executive at the Detroit office.

Edward L. Dunham has been appointed to the radio staff of the New York office of this agency. He has been with the National Broadcasting Company since 1929 as general production man.

## Boone Represents "Wisconsin News"

The Rodney E. Boone Organization has been appointed to represent the Milwaukee *Wisconsin News* nationally.

## Crowell Advances J. A. Welch

J. A. Welch has been appointed advertising manager of The Crowell Publishing Company, New York, according to an announcement received from Frank Braucher, vice-president. Mr. Welch has been with Crowell for the last sixteen years, first as a salesman on the *Woman's Home Companion*, of which he later became Eastern advertising manager. Since 1923 he has been advertising manager of that publication.

## General Foods Advances Ingram

James Ingram, since 1932 manager of the Philadelphia sales district of the General Foods Sales Company, Inc., has been promoted to the New York headquarters staff where he will be associated with Carl Whiteman, vice-president, in all phases of the company's sales and merchandising activities. Mr. Ingram joined the Postum Company, parent division of General Foods in 1925.

## Waggett Joins Muench

Frank G. Waggett has joined C. Wendel Muench & Company, Chicago advertising agency.

# Pious Copy Writing

In Eradicating Rush Production, More Than Prayer Is Needed,  
This Agent Thinks

THOS. M. BOWERS ADVERTISING  
AGENCY  
CHICAGO

Editor of PRINTERS' INK:

T. Harry Thompson's salutary message\* in PRINTERS' INK is more of a plea than a threat. To mend the ways of the big, bad sales and advertising managers, it should have been a scare story, rather than a prayer. A few examples of last-minute copy (the weirdest on file) might have penetrated the consciences of even this callous crowd.

Perhaps it is against agency tradition to quote anything bearing an advertiser's O.K., except in a spirit of worship. This is the wrong kind of piety; it was not Elijah's, nor Wycliffe's, nor Harriet Beecher Stowe's. At least one feeble voice must be lifted, or the stone gods will be forever deaf.

The rush of rush copy (outside the department stores) is usually a railroad travel text. This is because a railroad advertising department starts on the manuscript of the next time-table as soon as the current one is off the press. Each of them goes partly out of date the day after publication; consequently, the next one is never released until the last minute. Soon this habit penetrates to other railroad copy; it is never O.K'd. until nearly too late. This is one of the excuses for the curious Choctaw one often reads in travel literature.

Your correspondent was once retained to modernize a transcontinental railroad's\*\* library of tour booklets. It covered the Rockies and nearly all the remainder of the more picturesque West. To the trained eye, the prevalence of the word "cyclorama" in each chapter is a key-symptom; it means that a

word-butcher has been told to break time records with an alphabetical glossary. "Cyclorama" is an idiom of guidebook patois, and is found nowhere else. In the present case, it had been sprayed on with a salt shaker. Like this:

"As we attain the forbidding summit of this precipitous eminence, what an inspirational spectacle greets the eye! What transcendent distances! What kaleidoscopic colorings! What an overwhelming cyclorama! Denizens of the realm of Faerie, on glimpsing this Elysium, would have annexed it for revel and disport."

A Re-reading Would  
Have Saved It

It reads like faerie-talk. But, if its creator had been given time for re-reading, he would certainly have paused to cleanse it. To justify deletions, your correspondent reminded the department that the ascent of a mountain had often been described before, and sometimes with power and brevity. A classic example is the last chapter of Deuteronomy, which has vividness and drama to move the worst cynic, but hardly a word, outside of proper names, is over two syllables long.


Incidentally, the most terrifying line in all Shakespeare (according to some of the seasoned critics) consists entirely of one-syllable words: "For in that sleep of death," etc.

The rush-copy plague, as mentioned above, is found in its most malignant form in department stores. When prices change between editions of the same day and whole advertisements are revised by phone to the papers, copy-butchers get used to glossaries, just as galley-slaves got used to bench-fetters. In one of the largest State Street (Chicago) stores,\* famous

\* "Hurry Up Copy and Its Evils," by T. Harry Thompson, PRINTERS' INK, September 20, 1934.

\*\* Union Pacific.

\* Mandel Brothers.



is of its  
outstanding  
advantages

THE BOONE MAN REPRESENTS  
26 HEARST NEWSPAPERS

DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Atlanta Georgian  
Washington Times  
San Francisco Examiner

Chicago American  
Detroit Times  
Wisconsin News  
Omaha Bee-News  
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
San Francisco Examiner

Baltimore American  
Atlanta American  
Omaha Bee-News  
Seattle Post-Intelligencer

# LITY...

ONE of the immeasurable advantages of newspaper advertising is its utter *flexibility* . . .

The overnight speed with which it can be put into action to capitalize a sales opportunity . . .

The equal facility with which it can be shifted to some other strategic point where immediate pressure is needed.

But in either case, newspaper advertising affords the quick, direct action so vital to selling success.

In addition, *good* newspapers have the great advantage of being able to know *and to show*, with

accuracy and with timeliness, exactly what are the sales potentialities of the particular areas each one serves.

For years, it has been the policy of the 26 Hearst newspapers represented by the Rodney E. Boone Organization to capitalize this advantage to the fullest degree.

To that end, a staff of highly trained market analysts constantly studies the buying habits and the buying power of the 15 areas which these newspapers serve . . . and makes the true facts quickly and easily available to all.

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Intelligencer

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Intelligencer

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

mainly for women's wear, we had a printed list of adjectives; e. g., saucy, scintillating, seasonable, sedate, sensational, serviceable, sleek, smart, snappy, sportive, stylish, svelte. Unlisted words were tabu. For headline phrases, for use at fall and spring openings, we had "Auspiciously Inaugurating the Impending Vogue," "Authoritatively Foreshadowing the Coming Mode," and even worse. This was some years ago, but language was mechanized even then.

There is less system, but nearly as much haste, in grinding out industrial copy against the clock—mainly trade paper. There is a superstition that last-minute data from road salesmen may call for modifications in scheduled insertions already under the wire. So the copy man writes by code and formula, because it's quicker—at least, he did in an outfit\* manufacturing transmission machinery, gears, speed-reducers, and similar things, where I ruined a short part of my life as advertising manager. To plug any kind of mechanical contraption, every unit in the longest rubber-stamp vocabulary seemed to find room in a few agate lines:

"Years of intensive study of modern industrial requirements have developed to perfection our unrivaled facilities for the scientific design and construction of a superior line of appliances whose merit is self-evident to the trained intelligence of the most exacting technical expert. Self-lubricating and self-maintaining. Maximum efficiency with minimum overhead, upkeep and depreciation." Nothing

\* W. A. Jones Foundry & Machine Co., Chicago.

left out, except "eventually—why not now?"

The question is sometimes raised whether rubber stamps and bromides are really a blemish in copy that is planned to promote mass-consumption of low-priced, small-unit merchandise. To this clientele, rubber stamps are epigrams; they don't know what a bromide is.

I think this is a fallacy. If you ask a member of this crowd to name a typical, standard bromide, he cannot do it. But, when he has met the same ones often, and finds a whole swarm of them in the same piece of text, he realizes that this is no spontaneous utterance of conviction; it is a recitation by a monologist who does not believe what he says. So he dismisses it all as bunk, although he cannot analyze its insincerities, or identify a single unit of the formula.

Of course, there are one or two hoary gag words that the blindest recognize; there is the outworn "service," whose insincere uses would awaken skepticism in a cataleptic. A Mid-Western railroad, now ninety-six years old, embellished the first of its 1933 World's Fair broadsides with this: "Serving since 1838. From a century ago, service has been our big idea. The same Spirit of Service today has made us an outstanding example of what service really is."

These griefs will never be wholly cured. Frequent adjurations by prophets like Mr. Thompson may bring many advertisers to a holier state of mind; for those whose clients remain unregenerate we can only pray for patience to bear their cross.

B. W. WILLIAMS.

#### New Account to Foley

The advertising account of the Pennsylvania Warehousing & Safe Deposit Company, Philadelphia, has been placed with The Richard A. Foley Advertising Agency, Inc., of that city. Newspaper advertising is being used.

• • •

#### Dreer Seeds to Ayer

Henry A. Dreer, Inc., Philadelphia, seed house, has placed its advertising account with N. W. Ayer & Son, Inc.

#### St. Louis Agency Appointed

The Chance Company, Centralia, Mo., piston rings and utility supplies, has appointed the Oakleigh R. French Agency, St. Louis, to handle its advertising. Business papers and direct mail will be used.

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#### Joins Erwin, Wasey

Harry Thomas, formerly with the San Francisco office of Emil Brisacher and Staff, has joined the San Francisco office of Erwin, Wasey & Company.

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# How Colgate Stabilizes Retail Prices and Profits

New Plan Makes Loss Leaders Profit Leaders

By W. R. Veale

Manager, Toilet Article Department, Colgate-Palmolive-Peet Co.

WE have put an end to the retail price "fiction" which has long been confusing to consumers, costly to retailers and a curse which manufacturers have put upon themselves. By that I mean the sort of retail pricing which puts "50¢" on the package or in the advertising of an article which everybody knows is customarily sold over the counter at 39 cents.

Retail prices that were a mere pretense never belonged at any time, and they became a sore spot with greater propensities for mischief under the long existing conditions of generally reduced purchasing power.

In effect, advertised retail prices of toilet goods have been on unsteady stilts, in many cases well above what the public would or could pay. Naturally, the retailer has cut the daylight out from under them, and the predatory price cutter has blasted out something even below that.

We have simply brought retail prices down to bed-rock, going about this so thoroughly that the price-cutter's alibi is removed by the consumer's demonstrated willingness to take the goods at the new standard price levels.

In brief, we have done this by putting the advertised prices down to the actual, going, retail market prices, and in a number of instances

to new low prices. We have thus relieved the retailer of the necessity of cutting prices to move the goods, for we ourselves have brought these prices down to or below what might be called the "traditional" retail levels for various items. In addition, we have backed up the retailer with a decisive weight of consumer advertising, both in publications and on the air, which features the new retail prices, as well as with effective merchandising displays also featuring honest-to-goodness prices right through to the consumer.

Most important, we have assured the retailer of an adequate profit at the going retail price level by lowering our list prices to permit him to make 33⅓ per cent gross profit. To help stabilize those profits, we have suggested "minimum" prices which are not more than 10 per cent off the regular prices. In order that every retailer may stand on an equal footing with all others, we sell direct to all who have an adequate credit rating, and at one price to all, large or small. Moreover, we pay the Federal Excise Tax on all products, and we pay the freight as well on all direct shipments, whether the order is for a minimum shipment or a carload.

These steps, while they may be a new departure in toilet goods pricing, seem to us to have been the ones naturally suggested by the difficulties we set out to overcome. They are the result of the



Typical Colgate druggists' window display, with prices featured at attractively low levels

"ostrich" lifting his head up out of the sand, clearing his eyes and looking the equivocal price situation squarely in the face.

Our new price and profit stabilization policy was put into effect in January of this year. Every month since then sales have recorded steady gains. But the most convincing proof of the pudding is furnished by the selling experiences of retailers themselves. We have letters from individual druggists who have doubled and trebled and even quintupled their sales of certain items, such as tooth paste, when they have used our displays. Actual ten-day tests in 146 stores have shown that, with the full aid of our window and interior displays, 137 of these stores have more than doubled their sales of Colgate and Palmolive products.

The most satisfying thing from the retailer's viewpoint is the fact that former, so-called "loss leaders" have become, in fact, profit leaders. For our "fair play policy"—as it is called in promotion to dealers—looks as much to *profit* stabilization as to price stabilization.

As we see it, the only difference between price stabilization and profit stabilization is that under a *profit* stabilization plan the manufacturer makes it possible for the retailer to sell the manufacturer's merchandise at a price stabilized

high enough above the retailer's cost to yield a legitimate profit to the retailer, whereas price stabilization alone may be profitable to the manufacturer, and may or may not be profitable to the retailer.

Much has been said and printed about price stabilization; practically nothing about profit stabilization. But what good does it do a retailer to have price stabilization *without profit*?

On this point, it has always seemed to me that in any proper manufacturer-dealer relationship, the manufacturer should regard his responsibility toward the dealer who sells his goods in some such light as he regards his responsibilities toward those who are more directly in his service—that is, his employees. No employee may be expected to give his best without a fair wage; neither may any dealer be expected to operate as a live outlet for the products of any manufacturer who denies him a fair profit. And quite often it happens, also, that the manufacturer must protect the dealer, as he would an employee, from the consequences of mistaken efforts. He also has the same responsibility to guide and assist him toward greater efficiency.

We made a start toward aiding the dealer, therefore, with our own selling force. In July, 1933 our salesmen were called together in regional meetings. And I fired the



# LEADERSHIP



*st* in **Chicago**

For more than fifty years the people of Chicago have decreed first place to The Chicago Daily News . . . by taking it daily into their homes . . . by according it the fullest measure of their confidence and support.

*st* in **Coverage**

The Daily News home coverage totals 53% among those 407,844 families who pay at least \$34.00 per month rent and who represent more than two-thirds of the city's buying power.

*st* in **Lineage**

During the past fifteen years The Chicago Daily News has published over 40,000,000 lines more display advertising than the second Chicago daily paper. It leads today by a still greater margin than in 1929 . . . substantial proof that it is the first in results for the advertiser.

## THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

whole 175 of them. That was the first step, and it had to be drastic in the nature of things. Standing up before them, with watch in hand, I let it sink in for thirty seconds. Then I told them something like this:

"Now, beginning at 2 o'clock today, you are re-hired on a new job. Your old job was to sell the retailer a bill of goods. From now on your job is to sell our products *right through to the consumer!* In a sense, you now have two jobs and double the responsibility.

"First—your job is to sell the retailer only enough to last him until your next call.

"Second—your job is to get displays in the windows, in the stores, to get the goods out from under the counters, out of stockrooms, and on the counters, and—more than that—to show the retailer *how* they can be sold to the consumer.

"Your old job was a half-way job; from now on you have got to go the whole way."

#### Prices Tested Experimentally in Advance

It may be interesting to recapitulate the steps in our "Profit Stabilization" plan, particularly as to the merchandising and advertising angles which brought results that effectively "sold" the retailers as to the benefits they might reap now and over a period of years.

1. *Reducing regular advertised prices on all principal products.* We put the emphasis first upon our dental cream, with the new reduced prices of the two sizes featured in every magazine advertisement and in our radio "House Party" program. A frontal attack was made upon sales resistance, particularly to win new users, by means of a "double your money back" guarantee. This was played up in newspaper advertising which reached an additional 14,000,000 families throughout the United States, along with monthly advertisements in leading women's publications. Reduced prices on shaving cream, shampoo, etc., were announced in advertising at the same time.

This was followed, beginning August 11, with full-page, four-color advertisements on our Cashmere Bouquet toilet soap, featuring the reduced retail price, in four national magazines.

2. *Reducing list prices.* On all items list prices were made so as to show the retailer who buys direct 33½ per cent gross profit at the newly reduced prices.

3. *Suggesting minimum prices not more than 10 per cent off regular prices.* To help stabilize prices, our suggested minimum price for a 20-cent item is 18 cents; for 25-cent items, 23 cents; for 35-cent items, 33 cents; for 50-cent items, 47 cents; etc. Since we have brought regular prices down to a lower level, we believe that a 10 per cent leeway is entirely sufficient. In fact, thousands of druggists have proved, in the last six months, that they can get a satisfactory volume of business on our products at what are now the everyday prices. They have found it unnecessary to sell at the suggested minimum prices.

4. *Having only one price to everybody.* No favoritism is shown to any purchaser, large or small, under our one-price policy, and in no way does any druggist who buys direct have any advantage over another. We pay, not only the Federal Excise tax, but also the freight on direct shipments.

5. *Getting retailers to feature products at regular prices.* We help retailers to stabilize profits by constantly endeavoring to get them to put the emphasis on regular rather than minimum prices. Sales helps of various sorts are given free with various sized orders.

One of the most popular sales helps is the new "mass merchandise" window display which reproduces life-size and in full color, \$205 worth (at list prices) of Colgate-Palmolive products, eighteen in all, and all plainly marked with price tags. With adequate inside store displays, this merchandiser has produced sales results already mentioned.

We also supply a new open floor display which occupies only 3½ square feet of floor space, and by

# A \$44,000,000 FOOD MARKET



☆ The Indiana Gross Income Tax reports of nearly 4,000 retail grocery stores in the Indianapolis Radius for the last eight months of 1933 indicate an annual business volume of well over \$44,000,000.

For aggressive food advertisers, this figure offers ample proof that the great central Indiana market provides exceptional opportunities for profitable sales.

Don't neglect to sell the Indianapolis Radius this fall and winter—through the one newspaper that can do the job economically and profitably—ALONE—The Indianapolis News.

**Average Circulation**

**First 9 Months 1934**

**145,026**

## THE INDIANAPOLIS NEWS

• SELLS THE INDIANAPOLIS RADIUS •

New York  
Don A. Carroll, 110 E. 42nd St.

Chicago  
J. E. Lutz, 180 N. Michigan Ave.

# Why Detroit

*Automobile Industry's Revival  
Reveals Detroit a Champion  
In Recovery*

## AUTOMOBILE PRODUCTION, 1934

First

Automobile (Partial List)

Buick .....  
Cadillac-LaSalle .....  
Chevrolet .....  
Chrysler .....  
Dodge .....  
Ford .....  
Wash .....  
Oldsmobile .....  
Plymouth .....  
Studebaker .....  
Hudson-Terraplane .....  
General Motors .....

TOTAL ALL

Automobile production for the first eight months of 1934 shows a 54% increase over 1933. Detroit-made cars particularly—those built within the Greater Detroit area—show the healthiest increases in sales. All of which, of course, makes Detroit very happy. Add to these cheering automotive figures a 26% increase in employment over a year ago and you will know why Detroit feels optimistic.

Optimistic Detroit makes a great market! Detroiters, when they feel good, spend money readily. Anyway, Detroit

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## COMPARED WITH 1933 First Eight Months

1934

68,298

11,242

682,477

32,332

125,130

632,003

26,893

69,490

305,952

38,785

73,135

913,258

2,318,826

1933

26,850

5,396

512,130

24,280

80,394

317,000

12,225

33,755

183,214

26,554

38,550

659,840

1,503,207

is America's FOURTH market—and that's reason enough for your advertising campaign here. Moreover, Detroit offers unusual advertising advantages. Here is a city where you can reach practically all the purchasing power homes with one newspaper. Detroit News circulation increases with the increase in income. Detroit News circulation is concentrated in the trading area and in the financially able homes of that area. That's why The News carries as much retail advertising as both other Detroit papers combined and why it is THIRD in total advertising in the country.

## The Detroit News

THE HOME NEWSPAPER

New York

A. KLEIN, Inc., 50 E. 42nd St.

Chicago

J. E. LUTZ, 180 No. Michigan

*The long and the short of it!*



Then -



Then -



And Now!

# Los Angeles TIMES FIRST

## In Retail Advertising

The cash register advertising—the yardstick that infallibly measures a newspaper's ability to produce—is retail advertising. And in Los Angeles, whether skirts be long or short, the Los Angeles Times is as it has been for decades the foremost retail medium. Times' retail lineage lead for the first 9 months of 1934: 18% over the largest afternoon paper, 28% over the second morning paper.

Williams, Lawrence & Cressmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

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actual test moves more merchandise per square foot than any display of its kind ever used. It is specially designed for inside tie-up with our mass merchandise window display. A back card lists all the items on display and their prices, and this list is repeated on the sides of the display.

To help the druggist to use his counter space to best advantage, we also furnish feature-sale price card index and individual price cards for all our items. Soap tables and counter display baskets have helped bring the soap business back to thousands of drug stores.

Last, but not the least effective, handbills featuring "toilet goods economy sale" are supplied free, ready for imprinting of the druggist's name.

Since I have mentioned the satisfying retail sales results, it goes without saying that the plan has won the confidence and co-operation of retail druggists. At the recent annual convention of the National Association of Retail Druggists we distributed a leaflet which briefly presented the salient points of the foregoing "price and profit

stabilization plan," and it produced a great deal of favorable comment among the members.

But there is another party of interest, whom I should not fail to mention—the consumer. What does the consumer think of the price muddle which has resulted in his, or her, entering one store and paying 39 cents for an article which has been nationally advertised with no mention of price, and later making a second purchase in another store and paying 50 cents? The second dealer may protest that 50 cents is the standard price and he cannot afford to sell for less. The consumer's resentment turns first against the retailer who doesn't cut prices. Next time his store is passed by. But what is the feeling toward the manufacturer whose goods are hawked at widely variant prices?

Will not the reaction to an honest-to-goodness retail price naturally be greater consumer confidence in the manufacturer and his product? We do not know. But we think that both the retailer and the manufacturer will stand in a more favorable light.



## A.N.A. Convention Plans

THE annual meeting of the Association of National Advertisers will be held at Atlantic City, November 19, 20 and 21. R. J. Flood, of the Gulf Refining Company, is chairman of the program committee.

Topics to be discussed will include sales promotion, copy testing and radio. Opening sessions will be closed to all but members

but, beginning with a luncheon on November 20, at which Willard M. Kiplinger will speak, the balance of the meeting including the annual banquet will be open to invited publishers, advertising agents and others.

The study on agency compensation, it is expected, will have been published, and undoubtedly will be discussed.



### Block Represents Bridgeport Papers

Paul Block and Associates, it is announced by Edward Flicker, president of the Post Publishing Company, have been appointed national advertising representatives of the Bridgeport *Post*, Bridgeport *Telegram* and Bridgeport *Sunday Post*.

### Advanced by Trade Ways

Carroll Y. Belknap, for the last five years vice-president of Trade-Ways, Inc., New York, has been elected executive vice-president. W. R. Jenkins, formerly manager of the Chicago office, has been elected secretary, with headquarters in New York.



# "Make Mine Short"

NOT often does a manufacturer advertise that his product is a luxury. Not often does he urge consumers to consume the product with moderation.

But shortly, 150 newspapers will carry an attention-stopping advertisement—four columns by 189 lines—signed by Seagram's and headlined:

*We who make whiskey*

SAY

"DRINK MODERATELY"

Copy excerpts:

"On one point all connoisseurs in the art of enjoyable living are clear. The lasting enjoyment of the pleasure of life depends on moderation. . . .

"A situation exists today that requires us both to take an honest, serious look at the future.

"Our stake in that future is clear—our part in an industry in which we have held an honored position for seventy-seven years.

"Your stake is of vital concern. It involves not only your health, your money expenditures, and your enjoyment of life—but a principle that is the very core and fibre of American history and tradition—your personal liberty."

The text goes on to counsel moderation. It closes with the following paragraph:

"We feel sure that you will agree with us that the desirable way of life is thoughtful, informed by experience, guided by common sense. Realizing this, we feel sure that you will prefer moderation in the enjoyment of the finest to the empty satisfaction that follows profusion of the second-rate."

Throughout Seagram advertising,

the moderation theme is to continue. Frank R. Schwengel, vice-president of the Seagram-Distillers Corporation, tells PRINTERS' INK:

"Although plans for our adver-

*We who make whiskey*

SAY:

"DRINK MODERATELY"

Whiskey suggests a pleasure to the senses, to those, to moderation.

However, these pleasures are shared only in whiskey that has been properly distilled and aged long enough to become fully harmonized.

A fine drink will mark the enjoyment of life. It is that it is appropriate that we who make whiskey should emphasize to you who drink whiskey the importance of moderation.

For excessive drinking which requires no further advice, makes itself felt at once. The odds in that house to drink are not in your favor.

Your odds are of vital concern. It involves not only your health, your money expenditures, and your enjoyment of life—but a principle which is the very core and fibre of American history and tradition—your personal liberty.

*The Threat to Liberty*

What danger does your health, your money expenditures, your personal liberty, your stake in the future, require us both to take an honest, serious look at the future.

Our stake in that future is clear—our part in an industry in which we have held an honored position for seventy-seven years.

Your stake is of vital concern. It involves not only your health, your money expenditures, and your enjoyment of life—but a principle which is the very core and fibre of American history and tradition—your personal liberty."

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Throughout Seagram advertising,

Seagram's

## Joins Mogensen

Edmond Kelly has joined the San Francisco sales staff of M. C. Mogensen & Company, Inc., publishers' representative. He formerly was advertising manager of the Pacific Seaboard Airlines, Inc.

## Utilities Name Houck

The East Tennessee Light and Power Company and the Tennessee Eastern Electric Company, Bristol, Tenn., have appointed Houck & Company, Roanoke, Va., advertising agency, to handle their advertising.

## The New York Times:

October

When the advertising department told me that they wanted to place our \$7.00 sale advertisement in The New York Times on Sunday, I was skeptical and considerably against the idea, because in the previous years this sale always began in the evening newspapers. However, I took their suggestion and our advertisement, which was about 120 lines double, appeared in The New York Times on Sunday and in no other newspaper.

About 11 o'clock Monday morning we were compelled to close the door of our shop and allow other customers to enter only at intervals of fifteen or twenty minutes.

*Henry Rosenthal*  
SHOECRAFT, INC.,

Among New York City women paying over \$5 for shoes The New York Times on Sunday is read in the homes of 25 per cent more per advertising dollar than any evening newspaper and 62 per cent more per advertising dollar than any other Sunday newspaper. This is shown by the Polk Consumer Census.

# Brunswick Teaches Billiards

AND now come billiard pros to teach consumers of billiard balls and tables and cues and chalk how to achieve a draw-shot without burying the cue tip between the felt and the slate.

In current, full-page space, the Brunswick-Balke-Collender Company presents Willie Hoppe, billiard ace, as one of a number of outstanding players whose technique, illustrated with photographs, is described in a free booklet that will be sent to senders of the coupon.

The text-book, titled "The Complete Fundamentals of Billiards," is described by Brunswick-Balke-Collender as something verging on epoch-making. "Never before," the copy declares, "has an understanding of the game been so simplified."

A sample lesson, reproduced in the display page, discloses how to form the "bridge," an operation that is detailed, step by step, through four phases.

The display text stresses billiards for relaxation, and for health.

"You owe yourself the relaxation, the 'getting away' from everyday cares that this fascinating game can give you. You will find an absorbing new interest in learning how to use the cue properly—how to use 'English'—and you learn the fundamentals of those dazzling shots that really are easy when you know how.

"The Brunswick-Balke Collender Co. has joined with the National

Billiard Association to secure for you the teaching of the world's leading pros. . . .

"Remember, you need buy nothing

"Learn the Game" is this copy's cue

ing in order to play billiards—no special clothing—no equipment. In the modern, well-equipped billiard rooms near you—in your club or Y. M. C. A.—you can play at once and any time you feel like playing."

Brunswick offers the instruction book free. "Brunswick pays the substantial publishing cost for you. For a short time, the coupon will be accepted as full payment. Send the coupon now before the supply of books is exhausted, and your copy will be sent by return mail."

## Tracy-Locke-Dawson Adds Three to Staff

Joe W. Edwards has joined the Dallas office of Tracy-Locke-Dawson, Inc., agency, as account executive. Jack Saunders and Richard E. Snyder have joined the merchandise department of the Dallas office.

## "Open Road for Boys" Appoints N. J. Peabody

Nelson J. Peabody has been appointed advertising director of the *Open Road for Boys*, Boston. His headquarters will be in New York. He was formerly advertising director of *The Atlantic Monthly* and *House Beautiful*.



# Triple-Threat

*A swift shifty runner is an asset to any team. So is a good kicker. So is a good passer. But the triple-threat—the man who can run AND kick AND pass—ah, there's the answer to an Old Grad's prayer.*

THE TELEGRAM-GAZETTE is a triple-threat medium able to forward your sales through any part of the consumer line at any point on the Worcester field. It covers the city AND the suburbs—the masses AND the classes—the avenue AND the street—the glass-topped desk AND the turret lathe.

Of all homes in Worcester and the average 18-mile suburban trading area (population 433,287) which every day receive a Worcester daily paper, the Telegram-Gazette covers

MORE THAN **85%** SIX DAYS EVERY WEEK

The Telegram and Gazette are preferred for news, depended upon for buying information, by families of every class in every section of the Worcester city and suburban market.

TOTAL AVERAGE NET PAID DAILY CIRCULATION  
**MORE THAN 100,000 FOR OVER 7 YEARS**

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# Do You Welcome Over-

**I**N YOUR morning mail is an unexpected piece of business—an over-the-transom order, from an unheard-of source. Every live business gets an occasional one.

Although you cannot depend on transom orders for volume, you welcome them as a sign that your reputation has gone beyond your cultivated field; that good friends are speaking a word for you; that someone has, unknown to you, looked up your record and found it sound.

If your national advertising is adequate, it explains many such cases, for it, more than any other force, carries reputations beyond routine channels; reminds friends of your strong points; prompts quiet investigations of your product and your record.

Adequate advertising is the profitable way to reach unknown and unsuspected sources of business, as well as known markets.

To stay in business you must go where business is known to exist. But to grow, you must go, also, where business may be, today, or next year. You must reach every possible person of in-

"Nation's Business is read with much interest by several people in our organization. Personally, I always keep in touch with it and I have a deep appreciation of its worth."

THOS. J. WATSON  
*President*

International Business  
Machines Corp.  
New York City

MR. WATSON, a subscriber since 1924, is one of the 31,050 executives who receive Nation's Business because of membership in the United States Chamber of Commerce. The membership subscribers, originally the only subscribers, now constitute 12% of the total net paid circulation of 253,227.

## the-Transom Orders?

fluence—spread your sales story all across the field of American business.

Be sure that it penetrates to all those influential individuals who initiate, investigate and recommend. Spread it widely enough to give yourself opportunities for new business. Just coverage of known customers isn't enough. One subscription to each firm in your known markets may be coverage. Three, four or more subscribers in firms large and small in all fields of activity is penetration.

*That is what Nation's Business offers. City by city, industry by industry, firm by firm, name by name, Nation's Business is able to show economical and adequate penetration.*

It is the only business magazine with enough circulation to do a complete carry-through job. In circulation, in reader regard, and in low cost, its leadership is unquestioned.

★ The only magazine for businessmen that carries through all American business. ★

# NATION'S BUSINESS

WASHINGTON

E. V. THOMPSON • Director of Advertising

**For the 6 months' period ending  
Sept. 30, 1934**

**THE FREE PRESS  
Shows a Greater  
INCREASE  
IN CIRCULATION  
Both Daily and Sunday  
Than Any Other  
Detroit Newspaper**

**compared with the previous  
6 months' period ending  
March 31, 1934**

**The Detroit Free Press**

1831—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

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# What A.B.C. Has Meant to Advertising

The position of the Audit Bureau of Circulations in the field of advertising has been recognized so long that its many services to advertising are in danger of being overlooked. It is well, therefore, to have such a sane appraisal as was given by Mr. Kudner, chairman of the American Association of Advertising Agencies, in a speech before the twentieth anniversary session of the A.B.C. in Chicago last week. Those critics who say that advertising has no power to reform itself from within are everlastingly refuted by the inspiring history of the A.B.C.

By Arthur Kudner

President, Erwin, Wasey & Company

AS an enterprise, an occupation, a business and social force, an industry, advertising grows and will continue to grow in direct ratio as it earns its way. We are all realists enough, I am sure, to know that it will earn its way only as serviceability displaces superficiality, knowledge displaces opinion, demonstration displaces theory, skill displaces hope.

In this salutary process of displacement perhaps the first, and certainly one of the most concrete examples, is that provided by the Audit Bureau of Circulations. Its work and the effects of its work gave a young industry struggling with an overburden of conjecture and uncertainty its earliest factful foundation on which to stand.

This is not to say, of course, that the A.B.C. has been the only factor in advertising development these last two decades; there have been many. But I need scarcely to point out to you that it has been an exceedingly influential one, for three reasons:

*First.* Confidence is the very heart of advertising, because of the intangibles involved; and knowledge is the soundest basis of confidence. The A.B.C. inspired confidence in the purchase and use of advertising space and circulation, by affording a measure for the latter, a measure according to yard-

sticks jointly approved by advertisers, advertising agencies and media owners. It gave to buyers a dependable assurance of what they were getting for their money, not only in terms of total circulation, but also of net effective circulation, soundly obtained.

*Second.* It afforded a needed facility to advertisers and their agencies for the effective application of circulation to market need and coverage. This has greatly assisted the reduction of waste. Not only can circulation now be yoked to sales effort, but, no less important, sales effort also can be yoked to available circulation.

This has been a major factor in the success of advertising, in the publication field, and in turn that success has been perhaps of as great benefit to publishers as it has to advertisers or agents. The successful advertiser is the publisher's best friend, as the source of a sustained and increasing volume of business.

*Third.* While the A.B.C. is essentially an auditor, counting and registering facts, and is not designed to be an appraiser of circulation in any quality sense, it does nevertheless lay the foundation for qualitative analysis of circulation, and has made feasible such analyses by advertiser, agency and publisher, on a cross-section

basis. Without the A.B.C. it would be difficult and perhaps impracticable to study quality of circulation from the standpoints of reader interest, buying power and market characteristics, and certainly the stimulus you have thus given to research has been of inestimable benefit to advertising.

#### Not Responsible for Lazy Buying

I know, of course, that statistics are sometimes blamed for affording a superficial or lazy buyer an easy way out, for relieving him of the need of studying publications as vital influences in their communities. I know also this latter can scarcely be called a responsibility of the A.B.C., since its function is limited to registering the amount of circulation, of acceptable character as to origin and method of obtaining, and that it does not deal with the individuality of a publication or its influence in a given market. Yet, inevitably, its reports indirectly reflect the true character of a circulation by registering the methods under which it was obtained, and there is a world of significance in such implication.

If I may properly mention it at this point, one difficulty with A.B.C. reports, as I see it, lies in their over-particularization of sources and methods employed for obtaining readers. In many cases, pages are required in a newspaper audit report to describe all the circulation stunts used by a given paper, and the description is given in so indefinite and confusing a way that an accurate appraisal of the circulation in question is difficult if not impossible. This is especially the case where methods are cited without recording the amount of circulation obtained or even the amount of money spent.

It is therefore important, in my opinion, that audit reports be simplified, as to sources and methods, so that there are fewer classifications of them and they are quantitatively presented. For the convenience of busy space buyers too, reports should be made as easy to read as possible, in the light that the breakdown of circulation being

so important for an intelligent weighing of its values, every effort should be made to simplify these data.

In this connection, may I suggest the wisdom of continuing to conduct the A.B.C. with the sole purpose of assisting the intelligent purchase of space, of helping the buyer select what he needs to reach a given market at least expense. It should not be, nor ever become, an instrument of competitive strife.

There is no reason, it is true, why a sound publisher should not seek to have unsound circulations exposed along lines proper to an A.B.C. audit—that is a substantial benefit to all advertising—but the making of all kinds of special rules to uncover all kinds of stunts tends to confuse rather than enlighten the buyer, and the stunt-maker is likely to thwart his Nemesis by not keeping records of cost and amount. Needless to say, that kind of incomplete circulation picture is of doubtful help to the buyer. So, if the competitive spirit among publishers can be kept subordinate to the scientific spirit in the conduct of the A.B.C., and some of the rules modified or modernized in the light of that latter spirit, it will tend to increase the usefulness of the Bureau, and perhaps lower its cost.

#### Recognize Only Fit Agencies

When you consider that the whole structure of advertising service rests on the ability of agencies to do a competent job, and when you consider further how dependent your market is upon resultful advertising, soundly conceived and skilfully executed, you publishers can realize how important it is to recognize only the fit, both large and small. To your welfare today, as to the welfare of both agency and advertiser, productive and profitable advertising is not alone desirable; it is vital.

You do not need to look outside your own experience, any more than I need to look outside mine, to see that in these stern times the good and resultful effort in adver-

# Work Begins on Chevrolet's Assembly and Body Plant at BALTIMORE . . .

Ground was broken on October 1 for the largest industrial development in Baltimore since the depression began—the local assembly and body plant of the Chevrolet Motor Company.

Contract for the work has been awarded to a local firm, the Consolidated Engineering Company, at a bid in excess of \$1,200,000. The buildings are to be completed by January 15.

Commenting editorially, The Sun, for October 4, says in part:

*"In this day corporations do not risk heavy expenditures until they have made careful investigations of all the factors that enter into the wise selection of a site for their activities. The fact that this city has fared well, notwithstanding the generally discouraging business outlook, is testimony to the confidence that is felt in Baltimore's future growth and in the substantial advantages it has to offer as a manufacturing and distributing center for large enterprises."*

## The SUNPAPERS in SEPTEMBER DAILY (M & E) 276,816

A Gain of 9,352 Over September, 1933

**THE  
MORNING**



**EVENING**

**SUN  
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

tising is a breeder of more advertising in kind, and contrarily that any other kind is a barrier to further investment. Nor do you need to be told that in these days it is increasingly difficult to measure up to the requirements of productive and profitable advertising, that from the agency standpoint it requires a better and wider variety of talent, a higher courage and resourcefulness, a broader experience and more adequate equipment, than ever before.

It is encouraging to note, under these conditions, the growing interest of agencies in the A.B.C., from the standpoint of the active work of our association in suggesting improvements in reports, and in encouraging the use of them by members. There is visible in the agency field an increasing tendency not to use publications which do not employ an outside audit of circulation, certainly not to use any in the general consumer field not a member of the A.B.C. The feeling is, that the publication which will not submit to audit seemingly has something to conceal; it is not willing to provide a dependable measure of what it has to sell. Failing to support a movement to verify figures in its field as a whole, by withholding its own, such a publication fails to appear constructive-minded.

Some trade papers have withdrawn from the A.B.C. because of shrinking circulation in the business field. To many of us this seems unwise. In times like these, with whole industries under hardship, there is bound to be shrinkage in trade paper circulation—after all, that merely combs out the undesirable, subscribers who offer no

business opportunity, those unable to afford even a trade paper. The remaining circulation remains a solid value and should be recorded by the A.B.C.

If a lower rate is properly due the advertiser, it should be made, although it does not necessarily follow that the rate be exclusively based on quantity of circulation. A trade paper's influence is a factor in value, but in any case, how much of value is assigned to such influence should be known.

Speaking for the agencies, it is perhaps superfluous to remark their deep interest in the A.B.C. and its future. There is a growing sentiment among them that their interest could have more constructive expression if the agencies had larger representation on your board. At present your board is made up of representatives of thirteen national advertisers, ten publishers and two agencies. As the only party of neutral interest, whose concern is solely and professionally with advertising in general, the agencies feel their contribution could be enlarged to mutual benefit if their contingent on the board were somewhat increased.

In this suggestion I need hardly say there is no thought or desire merely to enhance agency influence. The considerations fall quite outside that. They center upon the fact that at present, agency representation is so limited as to make it almost physically impossible to contribute properly to the work of the various committees; the heads and feet of two men are not enough to go round, particularly when, oftener than not, one such representative has necessarily been absent from meetings.

#### Publishers' Group Elects

The board of directors of The National Publishers Association, Inc., meeting in New York, last week, elected as a director Roy Dickinson, president of the PRINTERS' INK Publications.

• • •

#### Dorothy Crowne Back with United

Dorothy Crowne, after a prolonged leave of absence, has returned to the United Advertising Corporation of Newark, N. J., as assistant to the president, Leonard Dreyfuss.

#### Vars Adds to Staff

Kenneth S. Duffes, formerly with Lord & Thomas, New York, has joined the advertising staff of the Addison Vars, Inc., Buffalo agency, as account executive.

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#### Joins Grand Rapids Agency

Ralph A. Colorado, former export manager of the Grand Rapids Store Equipment Corporation, has joined John L. Wierengo & Staff, Inc., Grand Rapids agency.

The MISCELLANEOUS

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# In MISSOURI

Rural Route Subscribers in Missouri		
The Weekly Kansas City Star .....	134,540	
Next largest farmers' paper .....	76,038	
Weekly Star's Excess .....	58,502	76%

Advertising Rate	
The Weekly Kansas City Star .....	80c per line
Next largest farmers' paper .....	80c per line

The Weekly Star offers 76% greater value!

# FOUR OF A KIND —

## *America's Great Escapaders*



LAUREL and HARDY

They play their pranks well. Timmons give them a hand, because — like all star performers

It's Timmons  
that won

LAUREL and HARDY  
 THEY OBEY THEIR DRINKS WELL. GUINNESS RYE

*It pays to play to The Comic Weekly audience—as these advertisers have proved*

After such showing The Comic Weekly was used on a regular schedule beginning in the Fall of 1933. Sales increases continued — November 1935, December 30%, January 1936, total sales increase for year 26%.

A manufacturer of a beauty bath powder called, in his advertisement, for an outlay of 20c . . . the reader had to buy the product and send in a dime in cash. All records, including radio returns, were smashed.

On October 7th, 1934, General Foods Corp. ran its 47th advertisement in The Comic Weekly since May, 1931. An adequate testimonial to the advertising productiveness of The Comic Weekly.

Let us tell you about the others!



other national entertainers absorb the interest of each member of the household until *The Comic Weekly* has gone the rounds of the entire family.

This "entire family" circulation in over 5,000,000 families is the explanation of why The Comic Weekly produces such phenomenal results.

There are, of course, other contributing reasons. One is that 89% of all The Comic Weekly families live in the 25 states where 77% of all retail buying is done. There is ample proof that they have the money to buy.

Another reason for the productiveness of advertising in The Comic Weekly is that only a very few advertisers share the attention of The Comic Weekly audience in any one issue. Advertising is strictly limited. No advertisement ever gets lost in The Comic Weekly.

If you would like to know more about this most unusual advertising medium, please call COLUMBUS 5-2642, New York, or Superior 6820, Chicago.

# The Comic Weekly

**Everybody reads the comics**

959 Eighth Avenue, New York City

**Palmolive Building, Chicago**



# Otto Smokes Pippins

THE secret is out.

All the time, Otto Grow has been smoking Pippins.

Otto is a New England institution—a comic-strip character, widely and favorably known from the rock-bound coast to the mountains.

Indeed, it is said of him that he is as familiar to New Englanders as are the Katzenjammer Kids to the nation at large.


Always, Otto has been seen smoking a cigar.

Now, in display space, Otto says: "I confess! For a long time people wondered what cigar Shelly and I smoke. We'll tell the world it's a Pippin!"

The Pippin, which sells for a nickel, is manufactured by H. Traiser & Company, Inc.


The Otto Grow campaign, the opening advertisements of which appeared this week, is to continue throughout the winter, the newspaper space averaging about 300 lines. The newspaper copy will be backed by special display material.

**I CONFESS!** By OTTO GROW



"FOR A LONG TIME  
PEOPLE WONDERED  
WHAT CIGAR SHELLY  
AND I SMOKE  
WE'LL TELL THE  
WORLD IT'S-A  
**'PIPPIN'!**

IT PROBABLY  
WOULD BE LONG  
BEFORE THE  
THUNDER WOULD  
BE SHOUTING  
THEM!



**SMOKE PIPPINS!**  
All Long Filler—No Dust or Scrap—  
A BIG Full-sized Cigar—  
Selected foreign and domestic tobaccos—  
The choice of smokers who want QUALITY

**PIPPINS**  
Cigars  
5¢

THE 55 CIGAR WITH THE 12 FLAVOR

## St. Louis Junior's Elect

Milton Jungbluth, of the Western Newspaper Union, is the new president of the Junior Advertising Club, St. Louis.

Other club officers elected are: Vice-presidents, Stuart M. Stevens, W. Wachter Engraving Company, Al Muescher, Ridgeway Advertising Company, and W. A. Wallenbrook, Shaughnessy-Kniep-Hawe Paper Company, secretary, Mal Jones, Tuberculosis Society, treasurer, Henry M. Henselmeier, Rub-It Engraving Company.

W. O. Dempsey, St. Louis Star-Times, is the retiring club president.

## Change in C. E. Stevens Company

The C. E. Stevens Company in the State of Washington has been sold to a new corporation, C. E. Stevens Company, Inc., outdoor advertising. J. A. Loudon is president and treasurer; W. L. Grill, secretary and J. E. Ransburg, sales manager. The C. E. Stevens Company of Portland continues under the same ownership as heretofore.

## Gets Trommer Account

H. R. Doughty & Associates, Inc., New York agency, has been appointed to handle the advertising account of John F. Trommer, Inc., Brooklyn, N. Y., Trommer's beer.

## Name MacManus, John & Adams

Advertising of the following companies has been placed with MacManus, John & Adams, Inc., Detroit agency: Dowell, Inc., a subsidiary of the Dow Chemical Company, Midland, Mich., chemical treatment for oil wells, using business papers, newspapers and direct mail; Howard Crawford Company, Detroit, steam unit for automobile hot water heaters, using business papers and direct mail with national advertising planned later; and Heller Bros., Newark, N. J., makers of files, using business papers and direct mail.

## Death of H. B. Prest

Harry Burgess Prest, who entered the employ of N. W. Ayer & Son in 1904 and who served with that agency continuously for twenty-nine years, died last week at Philadelphia. Mr. Prest, who was with Ayer until a few weeks before his death, wrote advertising copy and for a time was in charge of the copy production department. He was fifty-nine years old.

## Has Nash Tailor Account

The A. Nash Company, Cincinnati, direct selling tailoring organization, has appointed The Keelor & Stites Company, Cincinnati agency, as advertising counsel.

# Save the Quotes for Dialog

Lift Not the Gems of Others, but Rather Write Your Way; and Copy Will Gain in Power

By Arthur H. Little

ALONGSIDE the typewriter whence come these lines lies a circular from an individual who, without simulating modesty and without evading the issue at all, calls himself an author.

It happens that I never have heard of him before. But if he says he's an author, then, as far as I am concerned, an author he is.

Yet it is his authorial status, itself, that lends his circular a touch of the disturbingly unusual—indeed, that seems to me to garb it in the cloak of the sinister.

This author harbors a hobby; and, as does many another man who stables one of those things, he yearns to persuade everybody else to ride his horsie with him. In his own words—and he writes about himself in the oblique but dignified third person—he sets forth his project as follows:

"When he reads a newspaper or book he underscores pithy phrases and striking sentences, and later records them in a notebook for convenient review.

"And now, in order to induce others to take up this delightful hobby, he offers a prize of twenty-five dollars for the best list of significant phrases chosen from books, newspapers, etc. By 'significant' is meant expressive, literary, felicitous, weighty, or impressive.

"Rules of the contest are: (1) No sentence should exceed twelve words. (2) The sources of the quotations need not be given. (3) A contestant may submit several lists. (4) Contest open to anyone. (5) Lists must be typewritten. (6) Contest closes Jan. 1, 1935."

By way of guidance to potential contestants, the engineer of this unusual enterprise displays some of his own samples. I feel sure he'd call them gleanings. Because I assume that the ones arrayed in his circular are among his favorites, I

take the liberty of re-quoting a few of them here. Among his jewels are these:

*Winter laid its crystal charm upon the frosted scene.*

*Day came on apace.*

*Gray dusk was merging into velvet night.*

And—yes, upon my word of honor!—

*I dissolved into tears.*

Well, I don't know. Possibly every one of those locutions, nap-worn as some of them seem to be, deserved, some time, to go down through the ages, or into some gleaner's notebook. So much, you know, depends upon the circumstances.

George Miller tells of a friend of his who never will forget a five-word sentence that was uttered nearly two decades ago.

The scene was the Brooklyn Navy Yard, specifically a lofty deck of the interned German giant named *Vaterland*—now the *Leviathan*—which lay moored at the yard, steamless, motionless, meditating, no doubt, on the odd ways of nations when they fight.

Upon that quiet deck, far removed from warfare's destruction, sheltered even from the peacetime perils of the deep, George Miller's friend stood stiffly self-conscious in a brand-new naval uniform.

Yet, though the new black shoes pinched a bit, he found opportunity in this peaceful moment to reflect upon the immediate past. How far—he thought—he had come! Up from the not-exactly-salty Naval Reserve. Up, in a rush of circumstance, through the kaleidoscopic and somewhat cock-eyed pattern of a republic's preparation for war. Up so fast that even yet he must think for an instant to orient port and starboard.

Up to this very deck upon which,



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# Average Net-Paid Circulation of The Philadelphia Inquirer for the Six Months Ending September 30, 1934



## The Philadelphia Inquirer

PENNSYLVANIA'S GREATEST MORNING NEWSPAPER

### National Advertising Representatives

NEW YORK . . . . . H. A. McCANDLESS 60 East 42nd Street	BOSTON . . . . . CARROLL J. SWAN 926 Park Square Bldg.
CHICAGO . . . . . GUY S. OSBORN 360 N. Michigan Ave.	ST. LOUIS . . . . . C. A. COUR Globe Democrat Bldg.
DETROIT . . . . . JOSEPH R. SCOLARO General Motors Bldg.	PACIFIC COAST . . . . . R. J. BIDWELL CO. Seattle—San Francisco—Los Angeles

there is another meaning that is left-handedly applicable, *pith* is defined in the dictionary as: "the cylinder of soft, spongy tissue in the center of the stems and branches of certain plants." Most pithy phrases are pithy to the point of pulpiness.

But it is upon broader ground that I bring the indictment. I charge that here is a compounding of the fallacious theory, sometimes urged upon the writers of advertising copy, that the way to write well is to echo and synthesize and imitate.

Are we creators, or are we parrots?

What shall it profit a man to seek out and impale and memorize every skilled expression in all literature, if he sacrifice initiative? What shall it profit him—except in futility—if his mind become, not a prime mover, but a belt-driven device that spins a disc on which have been recorded the wise and witty words of men that have gone before?

Are men to write speeches by piecing together, end to end, twelve-word segments out of Bartlett? Are men to write novels by lifting strings of wordage from Smollett and Hardy and Beer? Are men to write short stories by joining little chains of sausage from Maupassant and Poe and O. Henry? Are men to write advertising by snipping little strips from Burke and Macaulay and Emerson?

I skate on thin ice when I circle the thought that a part of every wordsmith's equipment need *not* be a back-slapping acquaintance with the classics. Let's concede, and quickly, that in their immortal lines, even an author may find that elusive thing called inspiration. But, I contend, it ought to be the kind of inspiration that moves a man, not to write as the masters wrote, but to do his damndest to think as ably as they thought.

Let him study, not their styles, not their mannerisms, not even their pithy excrescences, but the courses of their concepts. Let him trace the routes they took—the routes by which, most easily, they could cause the reader's mind to

follow theirs. Let him hope that he may develop a quality of judgment almost as good.

And above all else, let him remember that when they sat down to write they were in a position precisely like that in which he finds himself. They, too, were about to write something that never had been written before.

Upon the task, each of them brought to bear, first, straight thinking. Each brought to bear a relentless quality of diction, an unyielding determination that, no matter how iltingly or how impressively or how profoundly each facet of thought had been cut by someone else, here and now *I* must write it as *I* see it.

Thank Heaven, there are men in advertising who actually write that way. To them these words of warning are unnecessary—although I hope, of course, that they will read them with agreement and approval. But there are others, less experienced, less independent in action, to whom, as I see it, any effort to persuade them to go around with notebooks, hunting for butterflies of verbiage, will do harm.

I shall be told, no doubt, that the study of felicitous phraseology imparts some degree of adaptive skill. I shall be reminded that the most honest of us, the most conscientious, write imitatively without knowing what we're up to. I shall be informed that, in many an instance, an interpolated quotation is the *only* means by which some specific thought can be expressed. Perhaps I shall be shown examples of highly effective copy in which the author has seen fit to quote from the Bible, or Shakespeare, or Lardner.

In anticipation, may I offer three exhibits on my side—three out of many that anyone can find in current copy?

Do you care for snap? Here is a piece of work whose architect remembers, I venture, not a line of Flaubert. But this is what he did for merchandise:

"When your eye seeks style—and your feet cry for comfort; when your pocketbook bespeaks economy

18, 1934

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# FULTON OURSLER

*Editor of Liberty*

Cordially invites you to  
listen-in on your radio to

## DISTINGUISHED AMERICAN LEADERS

discussing vital topics of the day in

# THE FORUM OF LIBERTY

Conducted by Edwin C. Hill

Beginning Thursday Evening,  
October 18th at 8:30 P. M. East-  
ern Standard Time, over the  
Columbia Broadcasting Network



*On the initial program, we  
have the honor to present*

## MR. C. M. CHESTER

*President of the General Foods Corporation*

# 21

## *Associates*

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ATLANTA JOURNAL  
BALTIMORE SUN  
BIRMINGHAM NEWS  
BOSTON HERALD  
BUFFALO TIMES  
CHICAGO DAILY NEWS  
CINCINNATI ENQUIRER  
CLEVELAND PLAIN DEALER  
DALLAS NEWS  
DETROIT NEWS  
INDIANAPOLIS STAR  
MEMPHIS COMMERCIAL APPEAL  
MILWAUKEE JOURNAL  
MINNEAPOLIS JOURNAL  
NEW ORLEANS ITEM-TRIBUNE  
NEW YORK HERALD TRIBUNE  
OMAHA WORLD-HERALD  
PHILADELPHIA RECORD  
PITTSBURGH PRESS  
ST. LOUIS GLOBE-DEMOCRAT  
WASHINGTON STAR

## **UNITED NEWSPAPER Magazine Corporation**

420 LEXINGTON AVENUE, NEW YORK  
CHICAGO OFFICE: 360 N. MICHIGAN AVE.  
DETROIT OFFICE: GENERAL MOTORS

•  
\*Distributed with the Sunday edition except in the  
Daily News Sunday edition  
FIRST ISSUE, FEBRUARY 24, 1935



# ***Leading Newspapers Combine***

There's always a story behind any big piece of news. Certainly when 21 leading newspapers get together to publish and distribute\* a well-balanced weekly magazine, that's important news. And that's **THIS WEEK**. Printed in colorgravure and containing only the best in fiction, articles and illustrations, **THIS WEEK** presents an advertising medium unique in the publishing field. Here's a magazine with the sales punch of a newspaper and the long life of a magazine. But the whole story of **THIS WEEK** is full of good news for every progressive manufacturer and advertising agency. Consider this: a non-duplicating circulation of over 4,000,000 concentrated east of the Rockies—a market that does 88% of all retail business. Perhaps equally important news is **THIS WEEK'S** low cost story—and its patented colorgravure process that puts real sales power into good advertising.

## ***This Week***

*Concentrated in America's "I" Market*

and your taste calls for luxury—that's the time to decide on Freeman Shoes."

Do you care for idiomatic humor? Here is a specimen, framed in testimonial style:

"'You know how it is,' writes Mr. Zentz. 'I never thought the brand of oil made much difference. I'd bought Quaker State since my first car, but never knew what luck I'd been enjoying till I brought up my latest car on an inferior brand. Never again!'"

Do you like that verb, *brought up*? Its components you'll find in Webster—but in the Webster whose first name was Noah.

Yet here is an odd sidelight on contemporary copy. Quaker State thought it necessary to flag that paragraph with an asterisk; and the explanatory footnote reads: "An exact quotation from Mr. Zentz' letter. R. O'Hara, Notary Public (Seal)."

And why should Quaker State swear its solemn oath that Mr. Zentz thus expressed himself? Does his testimony sound incredible? I think not. Rather, I suspect, Quaker State feared that readers, inured to stiffness and stuffiness and warmed-over language, would not believe, without the affidavit that the concept of "bringing up" an automobile ever could find its way into advertising print. There are times when we humans refuse to believe our own eyes.

No phrase-monger, either, no dealer in second-hand expression was the man who wrote an advertising piece quite literally centered about a little boy. The boy's portrait adorns the page's middle.

The copy is long—demonstrating, incidentally, that good copy needn't worry about its length. I shall quote it in full.

The headline reads:

"He Even Might Be President."

And the text:

"Ask His Royal Highness what he intends to be when he grows up. All the answer you'll get will be a couple of gurgles and a chortle.

"Doctor, lawyer, merchant, chief—tinker, tailor, soldier, sailor—after all who can tell? He may be

wearing Pepperell denim overalls behind the plow, with the clean, soft earth under his feet—or he may be wearing a Lord Pepperell broadcloth shirt behind a big desk, with the hum of the city in his ears.

"Perhaps you'll discover him some day, bronzed and healthy in a Pepperell Chambray work shirt, building a dam in the desert. Perhaps you'll sit in the gallery and applaud as he wins a tennis championship in his Pepperell trousers.

"By then, he may have a family of his own—a wife who is just as lovely in a simple Pepperell print dress as she might be in shimmering Pepperell rayon—and a chubby young hopeful who looks just as he did, chortling nonsense language under his Baby Pepperell Crib Blanket.

"He might even be President. Even so, the part of his family's budget that is spent on Pepperell Fabrics (from the very lining in his shoes to the Lady Pepperell or Peeress Percale sheets on his bed) couldn't be spent with greater assurance of the wear, style, and comfort that add up to honest value.

"Wherever you see the Pepperell name or trade-mark—just remember that it stands as our deep sense of responsibility to millions of people who have faith in whatever we make. Pepperell Manufacturing Company."

Let day come on apace. Let winter lay its crystal charm upon the frosted scene. Let dusk go cohabiting, if it likes, with velvet night. Let him who feels so moved dissolve in tears.

And neither this cocky little citizen who some day may be President, nor the copywright who brings him before us will care a hang.

All by himself before a camera, with no help at all from Rembrandt or Corot, the little fellow collaborates in making a cracker-jack picture. And all on his own, without a single quote to label a lifted lollypop, a bench-worker in words tells us an interest-holding story—and sells us, if you'll notice, a nice, long bill of goods.

Of all the provers in the world, I should be the last to try to prove

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that quotation of another's works is always goofy. I admit that, on occasion, an epigram from Oscar Wilde or an explosion from Shaw has helped liven the interest in a printed passage. But I have demonstrated, I believe, that excellent copy can be written, self-contained.

And, of course, the fact is that citation is too deceptively easy. Does a writer confront the job of writing something about integrity? How shall he start? Into a reference book he goes, and comes out with his opening sentence—

"As Justinian said, integrity is the foundation of character."

All of which may be everlastingly true. But, as the scribbler's next sentence will reveal, a highly troublesome difficulty lies in hitching Justinian to a bottle of mineral oil.

And finally, while I'm about it, I make bold to suggest a rule. If you must quote, save your quote-marks for dialog. And when your characters talk, be sure they talk the speech of common men. Be sure they speak the language of today. And if one of them, in a flash of inspiration, uncorks such a concept as *bringing up* a motor car, then bless him and cherish him, for he will be the image, unretouched, of contemporary mankind.

♦ ♦ ♦

## G-E Enters Hobby Field

SOMETHING far removed from horse racing was once the sport of kings. The annals of craftsmanship reveal that royalty once went, enthusiastically, for wood-turning.

In a land exceedingly short of sovereigns, wood-turning, along with other, less exacting branches of wood-working, has come down as a sort of legacy to the commoners. The industry that manufactures power-driven equipment for basement workshops is old, well-established, and consistently advertised. It is an industry, incidentally, that doesn't know whether the Depression, which burdened millions of men with leisure but cut off their earning power, was a blessing or something else.

Into this industry now comes a big and powerful newcomer—General Electric, with a power-driver, wood-working unit markedly different

from the kinds of machinery that the older manufacturers in the field have been producing. And G-E's huge and well-organized distributing system, all set to market the new product, seems certain to set up within the industry new and interesting competitive alignments.

On a base only eighteen by thirty-eight inches, the G-E unit will turn—on face-plate work—up to a nine-inch diameter. Between turning centers it will take thirty-inch stock; and it will turn wood, brass, or aluminum. In addition the unit will scroll-cut, drill, sand, mortise and tenon, cut rabbets and grooves, grind, buff—and cross-saw or rip-saw wood stock up to 1¾ inches at any angle or bevel.

The new unit priced at \$99.50 f.o.b. factory, is to be distributed through the distributor-dealer organization of G-E's specialty-appliance sales department.

### Poxson Directs Reo Exports

Elijah G. Poxson has been appointed managing director of the Reo Motor Car Company's export sales. To coordinate overseas accounts as well as the company's subsidiaries, the Reo Sales Corporation has been formed.

♦ ♦ ♦

### Appoints Metcalf

The Belger Company, testing machinery, Watertown, Mass., has appointed George T. Metcalf, Providence, R. I., as advertising counsel.

### Valier & Spies Reappoint Gardner

The Valier & Spies Milling Company, St. Louis, whose advertising account was formerly handled by the Gardner Advertising Company, has again appointed this agency as advertising counsel. A campaign in consumer publications is planned.

♦ ♦ ♦

### Joins Liggett Agency

Olaf Wenberg, formerly with the General Electric Company, Schenectady, has joined Carr Liggett, Inc., Cleveland.

## Velure Debut

### Unique Sampling Method Used in Introducing Bauer & Black's New Lotion Product

LAST spring Bauer & Black initiated test campaigns in three small cities on their latest drug-store specialty—a hand lotion named Velure. The tryouts indicated conclusively that some sort of sampling procedure should be used, since there was demonstrated a definite tendency to repeat on the part of those who had once tried the product.

In planning the launching of the lotion in a section of the Middle-Western market this month, the company sought a sampling method which would meet two definite specifications: (1) Secure the interest and backing of the dealer; and (2) get rapid buying action from the consumer. A new sampling wrinkle was worked out which, by all signs to date, is effectively serving these ends.

The net of the plan is this: Consumer advertising offers a purse-size bottle, containing a quarter of an ounce of Velure, which may be purchased at the druggist's counter for 1 cent. The sample bottle is stapled to a card which carries a special inducement for the customer who likes the lotion to follow up with a purchase of the full-size bottle within a short time. The card entitles a person who fills it out with his name and address and presents it at his drug or department store to a full-sized bottle for 39 cents, an 11-cent saving from the regular price. The offer is good until December 1.

The dealer gets three dozen of the sample bottles and a counter display basket free of charge with a purchase of one dozen full-sized bottles. Then for each three introductory offer cards which he turns

in, filled in by consumers, he receives one regular-sized bottle. With the 36 cents profit on the sale of the purse-sized bottles and the value represented by the bottles received for the introductory cards, the dealer gets the full price and therefore his full margin is real-

[illegible]

ized on the transaction as a whole.

Dealer reception to this plan has been excellent and many more druggists have been sold than was anticipated, according to Arthur Tatham, advertising manager. There are about 6,000 drug stores in and around Chicago, covering parts of five States, in which the program is under way. The initial order of sampling units was 3,500 baskets. Additional orders have been necessary until a total of 6,700 has been reached and nearly all of the last batch has been put out in the trade.

Public announcement of the new

# Look into it!

Don't fail to pry into the newest reports of R. L. Polk & Co., in their national study of consumer buying. devoid of hearsay, unsponsored, authentic, these reports tell *who* is buying *what*. They reveal the relative standings of 17 large-circulation media in the purchase-by-readers of a wide range of commodities and services. They show The National Geographic's million families in top position as consumers of advertised brands . . . Why not know how the other 16 magazines rank? Ask your advertising agency for summary or write for complete reports to The National Geographic Magazine, 30 Rockefeller Plaza, New York, or The Palmolive Building, Chicago.





Fairchild Aerial Surveys, Inc.

WE ARE HAPPY TO SAY THAT THE OTHER BUFFALO NEWSPAPERS WERE TOO

MEMBER OF THE UNITED  
PRESS ... ASSOCIATED  
PRESS ... AUDIT BUREAU  
OF CIRCULATIONS  
METROPOLITAN SUNDAY  
NEWSPAPERS and of  
MEDIA RECORDS, INC.



Th

# GAINING

MORE THAN 1,700,000 LINES GAIN



**A**GAIN and again—a gain!  
A gain of 8,297 in daily circulation. A gain of 9,728 in Sunday circulation. A gain of nearly a million and three-quarters lines in advertising.

**A**LL important divisions of advertising show rapid expansion, significant of the increasingly profitable use of Times space by all classifications of advertisers. For the first 9 months—

Total Advertising is UP. . . . . 1,731,503 lines  
Retail Display linage is UP. . . . . 1,345,567 lines  
“Upstairs” Department Store linage is UP . . 358,822 lines  
Clothing Store Advertising is UP . . . . . 229,829 lines  
Furniture linage is UP . . . . . 268,964 lines

**T**HE growing circulation of the *TIMES* (now 78,359 daily and 108,877 Sunday) represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.

NEWSPAPER OWNED TOO—PROVING BUFFALO IS A PROFITABLE MARKET RIGHT NOW

## The Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO . SAN FRANCISCO . LOS ANGELES  
DALLAS . DETROIT . PHILADELPHIA . ATLANTA



product and the attendant introductory offer was made in a newspaper campaign which began October 6 in newspapers in several large cities in the area being cultivated. Future insertions are scheduled on a weekly basis, being thus timed to serve as a reminder and stimulant for purchasers of the purse-sized bottles, which contain a six-day supply.

The campaign is entirely in rotogravure—some full-page color roto advertisements will be used. Plans call for advertisements every Sunday from now through March, with the exception of three weeks around Christmas time. The selling copy for the lotion emphasizes a new way in which it works in softening and smoothing the hands. Velure, the advertising points out, is different from other lotions in that it "works with Nature" by protecting and stimulating the cells of the under skin and restoring the

flow of natural softening oils to the outer skin.

The product comes in a container of tapering design—in fact, it's a completely streamlined job. Interestingly enough, for all its up-to-date streamlining, the container is a reproduction of an early American hand-blown bottle, which in its previous incarnation held a fine New England whiskey. The purse-sized bottle is a miniature reproduction of the larger one.

The matter of including directions for using the lotion was something of a problem since it was desired not to clutter up either the simplicity of the front label or the attractiveness of the bottle itself. This was solved by means of a paper slip, of a shape corresponding to that of the container, which fits around the neck of the bottle and extends down the back. Directions read, the slip may be easily lifted off and discarded.



### Aveyard Retires from Lord & Thomas

A. E. Aveyard, executive vice-president in charge of the Chicago office of Lord & Thomas, has resigned. He had been with Lord & Thomas for nine years, coming to the organization in 1925 as an account executive. In 1929 he was appointed assistant to the general manager and later was elected executive secretary, then executive vice-president.

Mr. Aveyard's duties are being taken over by Ralph D. Allun, who has been appointed assistant to A. D. Lasker, chairman of the board. Mr. Allun has been connected with the agency for a number of years as a copy and contact man.

Election to the vice-presidency held by Mr. Aveyard is to take place at a future meeting of the board of directors.



### New Representative Business

Virgil Malcher, has established offices as a publishers' representative in the Engineering Building, Chicago. He represents *Radio News* and *The Home Craftsman* in the Middle West. Mr. Malcher was previously associated with the Robert B. Johnston Company, of that city, which Mr. Johnston has discontinued following his appointment as Middle Western representative of *This Week*.



### With Norris-Patterson

Don Henshaw has joined the radio department of Norris-Patterson, Ltd., Toronto agency.

### New Network Now in Operation

The new network built up by the American Broadcasting System is now in operation, getting under way Sunday of this week.

The network was organized by George B. Storer, president of ABS, whose board of directors include Walter S. Mack, Jr., Paul H. Nitze, James K. Norris, J. H. Ryan, Robert H. Thayer and John Hay Whitney.

Member stations include, WMCA, New York; WOL, Washington; WCBM, Baltimore; WDEL, Wilmington; WIP, Philadelphia; WTNJ, Trenton; WPRO, Providence; WHDH, Boston, with affiliations also to be effected with WAAB in the same city; WEBR, Buffalo; WWVA, Wheeling; KOV, Pittsburgh; WJBK, Detroit; WFBE, Cincinnati; WJJD, Chicago; WIND, Chicago and Gary; WHBF, Rock Island and Davenport, and WIL, St. Louis. Certain programs will be carried by WKBW in Buffalo.



### Churchill with McCann-Erickson

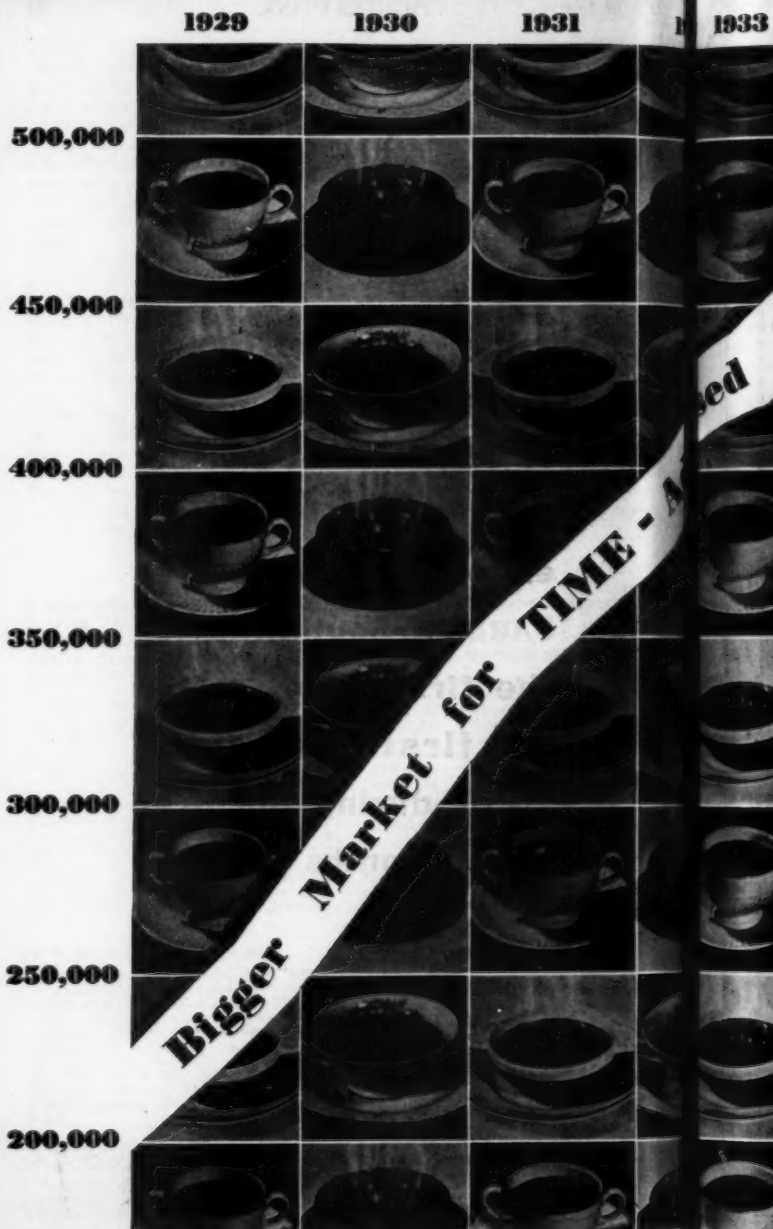
Vernon R. Churchill, until recently an executive with the Berkeley, Calif., *Gazette*, has joined the San Francisco staff of McCann-Erickson, Inc. He was formerly a co-manager of the San Francisco office of the J. Walter Thompson Company, later being transferred to the Chicago staff of which he was a member for three years.



### Represents Washington "Herald"

Paul Block & Associates have been appointed to represent the Washington, D. C. *Herald*.

**F**ifty-six advertisers, representing a total of 39,654 lines of all-edition commercial, have employed PROGRESSIVE FARMER Southwide for the first time, or for the first time since 1930, during the first eleven months of 1934.



1933

1934



Says Geo. A. Hormel & Co., "As TIME's circulation steadily mounts, its market becomes increasingly important to us. That's why in advertising our vegetable and onion soups, and other products, we have increased our TIME advertising and are using 4-color pages this year." . . . That other soup and food advertisers agree is implied by the record: TIME is the only magazine with a consistent 5-year gain in pages of food and beverage advertising, is now among the 10 leaders.

**TIME**  
The Weekly Newsmagazine

*Announcing*

THE APPOINTMENT

OF

MR. J. A. WELCH

AS

ADVERTISING DIRECTOR

THE  
CROWELL PUBLISHING COMPANY

FRANK BRAUCHER, *Vice President*

250 PARK AVENUE

NEW YORK

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# Direct Mail Is Featured as a Supporting Medium

Association Elects Leonard J. Raymond President

By Bernard A. Grimes

**T**HIS year, as reflected by the annual convention held in Boston last week, has been outstanding in the history of the Direct Mail Advertising Association. Its traveling exhibit of commercial and educational displays and the tie-in program of regional meetings are successfully financing an educational program fifteen times as large as in the past.

As Eliot Wight, retiring president, pointed out, the exhibit represents a moving order, the annual meeting represents a fixed event, making the meeting at Boston a conjunction of the two.

The sessions last week were marked by the emphasis placed on direct mail as a supporting medium. This is in contrast to the desire in the past on the part of some of the members to view direct mail as the only medium to use.

The policy now is to educate those solely engaged in direct mail and also to educate other media to use direct mail in support of their own media. Accordingly, a number of spokesmen from the radio, magazine, outdoor and newspaper fields addressed the Boston session. This has proved so effective that it is quite possible that the scope of the traveling exhibit will be broadened as a practical step in the correlation of direct mail with other media.

The importance to general advertising of such co-operative thinking was emphasized in the keynote speech of Roy Dickinson, president of PRINTERS' INK. Because the whole process of advertising is interrelated and must mesh, he saw in the presence of representatives of all mediums at the convention a particularly appropriate recognition of this fact.

He discussed the so-called consumers' revolt, pointing out that the infractions of a small number

of offending advertisers bring criticism on advertising as a whole.

"The real trouble is not being made so much," he said, "by the actual malefactor who can be jailed under local statutes, as by people who are not wicked but merely stupid.

"The few advertisers or agents who still justify copy which exaggerates under the rationalization that it produces quick cash results, are finding out that to watch the dollar just before the nose and push aside as poppycock the thought that business has any social obligations will, in the long run, lead to their displacement by more sensible advertisers, publishers and agents who have the nerve to look a little bit further ahead."

## Boston Club Is Co-Sponsor

The luncheon, which was held in combination with the Boston Advertising Club, also was attended by members of the Mail Advertising Service Association, which was holding its annual meeting simultaneously with the D. M. A. A. Allyn B. McIntire, president of the Association of National Advertisers, was the next speaker.

"If there was less straining on the part of advertisers," he said, "there would be fewer silly appeals. Let's advertise to the public and not to our competitors. We can't sell our competitors anything but a sample. Let's treat the public honestly. They want it and they'll respond."

How direct mail ties-in with radio advertising was outlined by E. P. H. James, sales promotion manager of the National Broadcasting Company. Three general purposes were given: 1. To build more listeners for a sponsor; 2. To amplify the selling effectiveness of

radio announcements; 3. To make the bond of friendship between sponsor and listener even closer. Direct mail, he pointed out, becomes a valuable adjunct because of its flexibility of circulation; its adaptability to a budget of any size, its versatility, which permits application at selected points along the line of merchandising and selling; its economy in taking advantage of mailing lists resulting from radio, and its effectiveness in adding eye appeal to ear appeal.

The tie-in of direct mail with newspaper advertising was presented graphically by Spencer Huffman, advertising counselor of the *Baltimore News-Post-American*. His talk was the parable of two hungry advertisers and the magic circle of plenty. Unbalanced media diet resulted in both passing away from sales scurvy, an illness, those medically uninformed were told, caused by a lack of certain vitamins.

Frank Herbert, circulation manager of *Popular Science Monthly*, discussed his observations on the pulling power of the four generally used methods of payment. For every reply received from a proposition that calls for cash in advance there will, in proportionate comparison, be one and one-half where C.O.D. is specified; two where full payment is requested upon receipt of bill, and three where monthly instalment is the term of payment used. These observations apply to price propositions averaging around \$3. A combination of C.O.D. and the instalment method has been particularly productive.

Outdoor advertising's spokesman was Clinton C. Lawry, New England representative of Outdoor Advertising, Inc.

"To advertisers," he said, "there can be no such thing as competitive media; it is always a question of how markets can be most efficiently reached within the scope of appropriations made available." Co-ordination between mediums is important and in explanation of how such co-ordination is employed effectively between outdoor and direct mail, case studies were cited.

An oil burner account, seeking a selected market, had bulletins posted on the arteries leading into that market. Two weeks later, after the showings had introduced the product, a mailing-piece went



Leonard J. Raymond

into the homes of selected prospects. This proved an effective combination.

Distribution for a household product was desired in the face of strong chain-store competition. Letters, together with a reproduction of a poster, were sent to dealers announcing an outdoor campaign. Salesmen followed through and one chain store stocked the product shortly after.

Another grocery store item wanted distribution in a market securely held by a competitor. Letters to dealers told of the extent of an outdoor campaign and suggested tie-in opportunities. Later, letterheads carrying a reproduction of the poster were furnished all distributors for use in corresponding with dealers.

John A. Smith, Jr., advertising manager of the Frank E. Davis Fish Company and program chairman, substituted in presiding over a Better Business Session. H. G. Weaver, director of customer research of the General Motors Company, to illustrate the need for revising old rules for gauging hu-

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man behavior, told of a test he conducted.

"Continual contact with customers," he said, "not only enables us to determine the boundary lines of public acceptance but it also provides interesting sidelights on psychology.

"Just as an example of this, we recently took the names of 200 people who had previously answered our questionnaires. We shuffled up these names and divided them into two stacks of 100 each.

"To the first 100 we sent a questionnaire with a letter saying:

"You've already filled out a questionnaire similar to this, but we are very anxious to get your reactions recorded on this new form. We are enclosing stamped, self-addressed envelope, etc."

#### More Answers from the Unasked

"To the other group of 100 names (same kind of people, mind you) we sent the same questionnaire, but the letter said:

"You've already filled out one of our questionnaires so we wouldn't think of asking you to bother with another one—just thought you might like to see this revised edition. We are not even enclosing a return envelope."

"We got twenty-one answers from the first group and seventy-two from the second group where we told them not to answer."

Increased productivity from advertising expenditure is the goal of advertisers today, more than it ever was. What Marshall Field & Company, wholesaler, is doing toward that end was described by Arthur H. Brayton.

"We realize," he said, "that if the retailer is to continue doing business with us, our merchandise in his store must move quickly and profitably. We must know our job and do it better than before. Moreover, we have found that many merchants want others to do their thinking for them. They select appeals that interest them so our promotional mailings carry all the suggestions which we work out.

"We are constantly making our merchandising story a serial one

with enough interest in each letter and broadside to maintain interest in that one and have the dealer look forward to the next. By this logical tie-up we always have a connected and constant stream of selling aids going to our customers and prospects that will have a direct bearing on the profitable resale of our merchandise."

#### A New Sales Theory

A talk by James Mangan, advertising manager of the Mills Novelty Company, expounding the theory of selling developed by him, was a high-spot in the sessions. His "Unknown Sales Formula," which presents the thesis that the perfect salesman is not a man but a woman, with the buyer, who always has the yes-or-no power, always being the man, has previously been discussed in *PRINTERS' INK*.

A colorful note was given the convention in a debate between Clifford E. Ball, advertising manager of the Skelly Oil Company, and M. B. Salisbury, executive vice-president of the Postal Life & Casualty Insurance Company. No kid gloves were used in the handling of the subject, "Resolved, that all direct mail can be successfully tested."

The debate brought out the advantages of testing and the many factors which make it so difficult to get anything like equalized factors.

"Does Mr. Ball," challenged Salisbury, "just spend money and not know what is and is not bringing him results? It's the many factors which must be equalized and evaluated that challenge the thinking person who uses tests to determine what he is getting for his money."

Mr. Ball enumerated the circumstances which are posers for testing advocates. They are other advertising which can't be stopped or changed to test a mailing piece; turnover in salesmen, competitor campaigns; people who are taken out of the prospect class because of obligations to purchase competitive products, and the personnel element. He contended that if the

# Retail Sales

## SO IS OUR CIRCULATION

ONCE again newsstand circulation demonstrates its close affinity with consumer spending. Retail sales are appreciably up this Fall — so is True Story's circulation. Dealers telegraph re-orders — returns are dwindling — print orders soaring.



2,100,000  
NOVEMBER



1,925,000  
OCTOBER

**T**RUE STORY'S dominant newsstand sale assures current spenders. Newsstand re-purchase each issue rechecks the open purse.

\*U. S. retail sales up 8%, August 1934 over July 1934, Source: Federal Reserve Board.

Retail sales up 6% — first half of September, 1934, over same period 1933, Source: Federal Reserve Bank, New York District.

# TRUE STORY

# Up...

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2,175,000  
DECEMBER

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business of advertising could be brought down to an exact science, if it could be made purely mechanical, advertising men would not be needed on their jobs. Clerks could handle the cut-and-dried routine that would be the result.

At a previous session, Mr. Ball described a promotion campaign which resulted in a 73 per cent increase in business.

The campaign featured a Five Star guarantee grease job. The first mailing piece talked the danger angle; the second, proper greasing; the third, proper application; the fourth played up the risk of improperly greased cars hitting the junk heap before their time; the fifth piece was a summary of the Skelly grease master job.

Business increased 32 per cent the first month of the campaign; 46 per cent the second month; 48 per cent the third month and was 73 per cent higher at the end of six months.

Credit for this is largely attributed to the fact that the personnel was impressed and stimulated to enthusiasm over its having a newer and better service to sell.

In connection with exhibit showings, the D. M. A. A. has sponsored meetings which have been exceptionally well attended in Atlanta, Baltimore, New Orleans, Oklahoma City, Dallas, Kansas City, Minneapolis, Cleveland and Milwaukee. All the chairmen who handled these local meetings, with

one exception, were present at the convention.

From Boston, the exhibit moved to New York, where it is on display this week. It will be in Philadelphia, Hotel Bellevue-Stratford, October 24 to 26; Cincinnati, Hotel Gibson, October 31 to November 1; Detroit, Statler Hotel, November 6 to 8; and Chicago, Stevens Hotel, the week of November 19.

Three men, particularly, are credited with being responsible for the success of the exhibit: Eliot Wight advertising manager, United States Envelope Company; Leonard J. Raymond, president of Dickie-Raymond, Inc., and Henry Hoke, executive manager of the D. M. A. A.

Two years have lapsed since the D. M. A. A. revised its by-laws and membership structure which gave representation to users, suppliers and producers. Mr. Wight has been president since that time. He now becomes a director. Mr. Raymond succeeds him as president.

Donald Rein, Rein Company, Houston, is now vice-president, and Percy G. Cherry, Might Directories, Toronto, Canadian vice-president. Edwin S. Dunbar, advertising manager, Crocker-McElwain Co. Holyoke was re-elected treasurer.

New members of the board of governors include Arthur H. Brayton, and J. S. Roberts, Retail Credit Corporation, Atlanta. Other members are John A. Smith, Jr. Gloucester and Horace H. Nahm, New York.

#### Fleischer Heads M. A. S. A.

David Fleischer, Commercial Letter Company, St. Louis, was elected president of the Mail Advertising Service Association at its annual convention held in Boston, last week.

August Haas, A. W. Clark & Company, New York, was elected vice-president; H. W. Osborne, Syracuse Letter Company, treasurer; Western vice-president, Howard Rosine, Addressing & Mailing Company, Los Angeles; Canadian vice-president, Percy G. Cherry, Might Directories, Toronto, who was also elected to a similar office in the Direct Mail Advertising Association which met in annual convention at the same time as the M. A. S. A.

Samuel Krock, Motor List Company, Boston, and Ray Martin, Albany Publicity Service, Albany, N. Y., were elected directors.

#### Form Pedlar & Ayres, Inc.

Pedlar & Ayres, Inc., with headquarters at 369 Lexington Avenue, New York, is a new organization which combines the sales and advertising problems of the manufacturer under one direction. Louis C. Pedlar, at one time president of Pedlar & Ryan, and Fairfax Ayres, formerly of Blair & Company, banking house, head up the group. Mr. Ayres is president and Mr. Pedlar is vice-president.

The new organization is affiliated with the Robert P. Gust Company, Inc., Chicago, Mr. Gust becoming a vice-president and director of the new group.

Harry H. Wright has been made secretary and vice-president. Carolyn T. R. Lewis supplements the personnel as executive in charge of publicity and promotions. The new organization is operating offices in principal cities.

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# Sales Urge in Housing Copy

Advertisers Are Now Placing More Stress on Reasons Why and Less on Explaining the Act

TO be effective Housing advertising must create a desire for renovation and improvement.

The people of this country are financially badly shell-shocked and although, with what in times seems to be a glorious providence, they have begun to loosen their purse strings, there are still plenty of them who hesitate to make any extra expenditures. Further to complicate this situation during the last two months the people have been bombarded with the jeremiads of dissatisfied politicians and self-ish business men who have predicted freely that the country was going to Gehenna in a hand-car and that so far as depressions are concerned we haven't seen anything yet.

The Housing Act was designed to loosen up frozen capital and in order to do so offered a business-like proposition whereby banks may loan money on excellent security. Oddly enough, as an official of the Housing Administration recently pointed out, in many cases housing expenditures are coming from savings and not from borrowings.

The fact remains that despite the way in which people have responded to the opportunity offered by the Housing Act, there are still thousands of home owners who are hesitating to invest any money at the present time. This means that the advertising of those who wish to capitalize on the possibilities of the Act must enter a new phase.

A large part of the most effective advertising of the first few weeks of the Act's administration was of an informative nature. Emotional appeals and reason-why copy were rather noticeably lacking except in certain striking instances.

This type of advertising was wise in its place because the average home owner had little, if any, idea of the provisions of the Act. It was essential that he be told as soon as possible that such an act

had been passed and then informed of what it would do for him. With the encouragement of the Housing Administration a number of banks came forward with excellent informative advertising explaining the workings of the Act.

The early advertising of local contractors and builders and other purveyors of what may be termed Housing Act merchandise was, as was to be expected, not particularly striking. As a class these advertisers have never been among the most skilful and there was no reason to believe that they would blossom out as experts over night.

As a rule, their advertising is homely to the point of ugliness although in many cases it has a certain rugged sincerity which is effective in itself. The fact remains, however, that it is unfair to expect these advertisers to create a great amount of convincing, high-pressure copy.

## National Advertisers Understand the Problem

This type of copy must come from the national advertisers who understand methods of winning public acceptance and desire for their products. Already there are plenty of evidences in newspapers that a number of national advertisers understand this problem absolutely.

As these advertisers begin to swing in line with the housing campaign, it becomes apparent that during the second phase of the campaign advertising will use the Housing Act as a secondary appeal. The primary appeal will be based on what home renovation will do for the consumer.

For instance the manufacturers of the Pierce Automatic Oil Burner have an advertisement which, although it ran in the middle of September, is typical of what housing advertising is developing into.

At the top is the headline, "Mrs. Jones talked to her Landlord . . .

and now she tends the furnace this way . . . instead . . . of this."

On one side is a picture of a woman adjusting a thermostat and on the other a woman shoveling coal into a furnace. Between these two pictures is a block of reverse type which says, "Any Property Owner can now install Pierce Automatic Oil Heat and pay for it with an N.H.A. Modernization Loan Allowing up to 3 Years to Pay. No Down Payment—Interest Charges not over \$5 per \$100 per year." Here we have almost an ideal fusion of appeals for this particular stage of the campaign.

This advertisement is chosen for description because it is transitional. It is easy enough to predict, on the basis of what has appeared already, that housing advertising is going to take a decided trend away from the informational toward the more emotional.

This is natural. The average consumer is thinking not in terms of how much money he can spend, but how he can get the most for his money whether he takes it from savings or borrows it. Surrounded by all sorts of advertising urging him to buy many products that do not come under the benefits of the Housing Act, the consumer has to be shown what renovizing material will do for him.

Therefore, it is up to the oil burner advertiser to talk about clean, work-free heat; to the refrigerator advertiser to keep up the regular trend of his previous campaigns in talking about the benefits to the home of refrigeration; to the building supply advertiser to talk about the benefits of an added room, the investment value of a modernized home, the pleasure of entertaining friends in a made-over home and all of the sales arguments that have been so effective when used in the past at times when money was more freely spent.

It is interesting to note that several advertisers are taking the word "modernization" and using it as a spring-board from which to dive into a copy appeal the essence of which is, "Be modern." Although the American public has had its faith in keeping up with the

Joneses pretty well shaken, the average citizen still likes to think that he is about the most modern and up-to-date person in the world. Therefore this particular appeal is effective when not overdone.

The full force of national advertising has not made itself felt yet,

**Mrs. Jones**  
talked to her Landlord . . .  
and now she tends the furnace  
this way . . . instead . . . of this



ANY PROPERTY OWNER  
PIERCE Automatic OIL HEAT  
Pay for it with a MODERNIZATION LOAN  
Allowing up to 3 Years to Pay

It was all simple enough. Mrs. Jones said she would come to glad to pay a slight addition to her present rent for complete oil heating. (The landlord?) The landlord installed a Pierce Oil Burner (the Gas Free Burning Unit) and paid for it with a Modernization Loan obtained under the terms of the National Housing Act—paying a few dollars per month.

★ **SAFETY** ★ **CONVENIENCE**

After a few days in modern comfort, she was glad to find that her new oil burner was so simple to operate that even her maid could run it. And she found that the new oil burner was so safe that she could leave it on all night without any danger. The new oil burner was so simple to operate that even her maid could run it. And she found that the new oil burner was so safe that she could leave it on all night without any danger. The new oil burner was so simple to operate that even her maid could run it. And she found that the new oil burner was so safe that she could leave it on all night without any danger.

**The New Pierce Automatic Oil Burner**

It costs less than a dollar to install. It costs less than a dollar to operate. It costs less than a dollar to maintain. It costs less than a dollar to replace. It costs less than a dollar to repair. It costs less than a dollar to clean. It costs less than a dollar to tune up. It costs less than a dollar to service. It costs less than a dollar to overhaul. It costs less than a dollar to rebuild. It costs less than a dollar to restore. It costs less than a dollar to renovate. It costs less than a dollar to remodel. It costs less than a dollar to reconstruct. It costs less than a dollar to renovize. It costs less than a dollar to renovise. It costs less than a dollar to renovise.

**\$250.00**

SALE, installed, and serviced by  
**PENNSYLVANIA PETROLEUM PRODUCTS COMPANY**  
512 Broad Street, Philadelphia, Pa. 1  
Telephone Chicago 1247-1251-1252

For more information, write to the National Housing Act, Department of Commerce, Washington, D. C.

Housing advertising will become emotional as well as educational

nor will it probably make itself felt to the peak until next spring. PRINTERS' INK representatives who have been fortunate enough to see some of the advance plans now being made by national advertisers find that advertisers, who have been encouraged by the Housing Act to increase their schedules, are not making any violent changes in the trend of their copy. Like Pierce, most of them are fusing the Housing Act into their regular campaign appeals.

While it is too early for advertisers to subordinate mention of the Housing Act to a very minor position in their advertising, there is no question that this will prob-

New York  
DAN A.  
110 E

Chicago  
J. I.  
Lake Michigan

THE Washington (D. C.) Market is constantly growing in population and importance these days. Local merchants report a rapid and steady trend toward business normalcy.

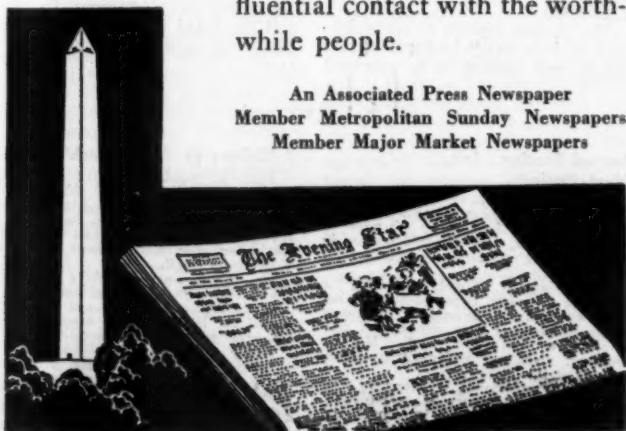
This is reflected in their consistent use of The Star, Evening and Sunday. The constant growth of The Star's circulation, keeps pace with the expansion of a market it has dominated as "the home paper" without interruption during the 66 years of its present ownership and management.

You CANNOT cover Washington and the trading area WITHOUT THE STAR; but WITH IT you will be in influential contact with the worthwhile people.

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. Lutz  
Lake Michigan Bldg.

An Associated Press Newspaper  
Member Metropolitan Sunday Newspapers  
Member Major Market Newspapers





ably take place when, as and if the benefits of the Act make themselves felt in a large way.

In the meantime, the wise advertisers, on the basis of present evidence, seem to be gradually de-

emphasizing the Housing Act as a copy appeal and bringing forward the old, basic, major appeals that have been selling merchandise to home owners, Housing Act or no Housing Act.

## Housing Progress

"**PHENOMENAL** success" is reported by the American Radiator & Standard Sanitary Corporation in adapting the National Housing Act to its sales program.

In the forty-three days before October 7 it made more modernization and repair loans than it did in the entire year of 1933, according to Marshall Adams, director of sales and promotion for the company. The loans are increasing at the rate of 20 per cent a week.

It's the weekly jump in business that is most startling to American Radiator. Each week's applications show an increase of 50 per cent over the applications of the preceding week. The company hasn't caught up with applications in granting loans, but 75 per cent of all loan applications received have been approved. The loans cover nearly 3,000 jobs for heating, plumbing, sanitation and air conditioning. They average \$580. Loans approved total in excess of \$1,250,000.

Mr. Adams reports as an indication of how much business is laying around waiting to be gathered

in by any company or individual who will go out and get it that in one territory the loans have come in at the rate of forty-eight per salesman. Mr. Adams might have added that American Radiator grasped the opportunity provided through the F. H. A. by launching a big campaign of newspaper and magazine advertising and following it up with a flood of dealer promotion literature.

American Radiator is not alone in finding new business. An illustration of the business done by local dealers is reported by the Capitol City Lumber Company of Hartford, Conn., of an increase from one to twenty-five per month in time-payment transactions as a result of the Housing Administration's insurance contract plan.

Advertising managers throughout the country will have the story of what the Administration is doing to help them get business brought to them by a flying squadron from the Industries Division and the Field Division. Thirty-two industrial centers are being covered.



### Larned-Beecher, Inc., New Business

A new business, serving advertisers and advertising agencies, has been organized at New York under the name of Larned-Beecher, Inc. It will service in merchandising research work and creative art.

W. Livingston Larned, long with the Ethridge Company, is president. He has been engaged in advertising for many years and at one time was a staff contributor to **PRINTERS' INK**. Mathew Beecher, visualizer and designer of direct mail, is vice-president.

Louis Dannenbaum is secretary and treasurer, in charge of production. Louis H. Green is office manager.

### Additions to "This Week"

Rhey T. Snodgrass, until recently a contact man with the F. Wallis Armstrong Company, Philadelphia, has joined the New York sales staff of *This Week*. Frank T. Bruno and Euclid M. Covington also have joined the New York sales staff.

Mr. Bruno was formerly a sales representative with *Delineator* and *Liberty*. Mr. Covington formerly was with *The American Weekly* and, more recently has been with Gravure Service.

Harry H. Gould joins *This Week's* promotion department. He was formerly with the research and promotion department of the Condé Nast Publications.

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Editor

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# Dealers Fight Allowance

Unfair Concessions for Big Buyers Create Bad Feeling Among Independent Stores

TRACY-LOCKE-DAWSON, INC.

NEW YORK

Editor of PRINTERS' INK:

In Mr. Yoken's article in PRINTERS' INK of September 27 he makes some strong statements in favor of giving dealers advertising allowances. Some of his statements I agree with, some I do not. I have read the advertising agency side of the story as Mr. Simpson\* sees it and since Mr. Yoken tells the dealer side of it, I'd like to tell my side.

While I am now working for an advertising agency, most of my experience in the allowance racket has been gained as a salesman calling on buyers in chains, jobber houses and retailers. As a salesman I had to learn very early the way to handle the requests for advertising allowances made by buyers in chains, voluntary chains and super-markets; and while after my refusal they usually got their allowances anyway by going over my head, at least I had the satisfaction of turning them down. Because I always did turn them down.

The worst racket that any salesman has to meet is this advertising allowance skin game. It is just another way of giving something for nothing and many manufacturers have kidded themselves for a long time that this giving of allowances would put them in solid with chains and voluntary chains. It has been my experience that the more a manufacturer gives to the distributors of his merchandise the more they will expect and that the manufacturer that puts his foot down and says "no more allowances" and means what he says and proves it, is far better off and stands to get along in his business dealings with all dealers.

When Mr. Yoken says that all the advertising he uses to create

consumer "demand" for his trademarked name does nothing but create consumer "hunger" for a commodity when you have no dealer co-operation, I agree with him; but when Mr. Yoken says that the advertising allowance, "properly and evenly distributed gives the national advertiser something that radio, newspaper, magazine, advertising agent, or wholesaler cannot give him—dealer co-operation," I disagree. The reason I disagree is that many, many manufacturers have tried to woo the good-will of their distributors by giving out advertising allowances to everyone on their list; and it never was and never will be satisfactory because you have no yard stick with which to measure the results that you get from giving allowances to one dealer and getting full co-operation and giving allowances to another and getting fair or lukewarm co-operation. You are dealing with human nature and in my experience you can never please everyone and this includes jobbers, chains, and retail dealers.

## The Real Way to Hold Dealers

The proper way to hold on to dealers and to build up their good-will is to adopt a sound and lasting advertising structure that will help all dealers equally by giving them all an equal opportunity to sell the consumers that are created by national advertising. Material to help the dealers sell their own customers and their own name should be furnished them, window displays, local newspaper advertising, and direct mail should be designed to help the dealer sell his services and the manufacturer's products, but beyond that the advertiser must put his foot down.

A. O. Buckingham\*\* knows what

\* "Advertising's Heavy Load," by Roy B. Simpson, PRINTERS' INK, Sept. 13, page 27.

\*\* "That Allowance Nuisance," PRINTERS' INK, Aug. 30, page 21.

he is talking about when he says that advertising allowances do not pay. I have talked to many dealers that handle products made by manufacturers that do not give any allowances at all and they are satisfied because they know they are getting a fair deal and that no dealer whether he is large or small is getting any more than he deserves in the way of company co-operation with dealers.

Mr. Yoken represents a group that has grown up mostly since the depression. These super-markets sell a large volume of foods; they have hurt independents and made independent dealers all over the country resentful of the advertising allowance racket, not because they all expect advertising allowances but because they expect an equal opportunity to get their just share of business. The advertising allowance racket has done more to hurt the distribution of national brands than any other one thing and unless a number of reputable manufacturers in the food field, the drug field, and others selling to a large number of outlets get together they will have a devil of a time winning back dealer co-operation and good-will.

I say this from experience as a food salesman working for national advertisers and as a merchandising man constantly contacting retailers all over the Eastern seaboard for clients of the advertising agency I work for.

STUART G. ARNOLD,  
Market Research.

♦ ♦ ♦

#### For High School Publications

*National Interscholastic Review* has started publication with an October issue as a rotogravure magazine section for high school publications. Offices are at 420 Lexington Avenue, New York. Publisher is High School Advertisers Service, Inc., of which Madison Sayles is president.

• • •

#### With Traffic Audit Bureau

Roy A. Wilson, field engineer for the Outdoor Advertising Association of Pennsylvania, has resigned to join the Traffic Audit Bureau, New York. He will co-operate with Dr. Miller McClinck, head of the Bureau, in special work for the next six months.

## What about PICTORIAL Review?

Why did  
Mr. Hearst  
buy it?

What is the  
new market  
story?

What is the  
new editorial  
Policy?

These are important questions and the advertiser has a right to know the answers.

WHY  
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## WHY DID MR. HEARST BUY PICTORIAL REVIEW?

Mr. Hearst bought Pictorial Review to make it an outstanding leader in the ten cent women's field. The experience, ability and money of the world's largest publisher will be directed to that end.

## WHAT IS THE NEW MARKET STORY?

Pictorial Review offers a new way to reach a market for years neglected by the major women's magazines. This is the WHITE AREA market, made up of the 21 million families with incomes of \$3,000 and less. Pictorial Review already has a larger percentage of White Area readers than any other women's magazine and with our new editorial policy we will get more.

## WHAT IS THE NEW EDITORIAL POLICY?

By no means will it be a "noble experiment" made up of radical ideas. Pictorial Review will give its readers the best fiction money can buy, because we know there is no relationship between reader income and reader interest. White Area women want and will get the BEST in fiction and illustration.

The key-note of the service articles will be practicability. White Area women want practical ideas—ideas they can AFFORD to follow, and here again Pictorial Review will give the readers what they want.

## WHAT DOES THE WHITE AREA MARKET MEAN TO ADVERTISERS?

In the White Area the advertiser will find the greatest opportunity for increased sales, because women in this market spend Billions of Dollars more every year than do the higher income groups. These billions are spent for good merchandise and advertised products. The magazine which offers advertisers the greatest of all markets—the WHITE AREA—is Pictorial Review, which directs its editorial pages to women in that market.

# PICTORIAL REVIEW.

NEW YORK CHICAGO BOSTON SAN FRANCISCO

# Profit Making Displays

They Come When Sales Department Supervises and Accent Is Put on Merchandising

By Nathan Dan Danziger

Manager of Merchandising Service, Golden State Company, Ltd.

**D**EALER display material, it seems to me, has two fundamental purposes. It should keep the manufacturer's product before the consumer at the point of sale. And it should aid in increasing distribution of the product.

Successful display merchandising must take into consideration the type of merchandise to be built up; the sort of store which will be the product's outlet; the kind of people who will be the consumers; and—most baffling—the condition, mental, emotional, physical and economic, of the consumer at the time the display is to be used.

Some firms which are promoting only a small number of products—Coca-Cola, for instance, or Clicquot Club or Hills Bros., or Ghirardelli—and are able to spend ample money in display, can and do develop a variety of material so wide that they can take admirable advantage of almost any situation on short notice.

For example, Clicquot Club and Coca-Cola intimately understand the requirements of soda fountain display. Glass cases must be treated differently from marble or mahogany ones. They know what use may be made of doors, of high windows. They know the grocery retail store. They understand store layout. They understand the possibilities of building exteriors.

And they can afford a variety of material wide enough to take advantage of any space, anywhere, at any time.

Recently we were faced with a somewhat different problem at Golden State. We entered, newcomers, the evaporated milk field. We went into competition with some of the finest dairy products firms in the world. Of the twenty to thirty brands already established, five or six could be rated as top

brands. On these well-known brands years of time and energy had been spent, and thousands of dollars in merchandising and advertising.

The funds we had were strictly limited. How could we make our way into this worth-while but crowded field, without the expenditure of even as much money as our *already established* competitors? We decided on an unusual display merchandising campaign.

We designed a half-size case, holding twenty-four tall cans instead of the usual forty-eight. The case was marked and trimmed so that it could be easily cut on the diagonal and set up as a pyramid display. With the case, we designed an arresting and attractive circular showcard to top the pyramid. It bore a pocket for an evaporated milk folder we had put out for this special purpose.

## Advertising Came Through on Theme

The motif of the showcard we carried over into a window strip, and this strip we echoed in newspaper advertising, which in each locality listed our outlets.

This special display outfit was not expensive; quite the contrary, yet it enabled our salesmen to say to prospective dealers:

"Here is a unique new evaporated milk case. It's interesting and attractive to your customers. It costs you only half as much as a regular case: something in the nature of a sample. It's compact enough to be set up right by your cash register. And it ties you in with our newspaper advertising in an unusual way."

To which the grocer replied, in a surprising number of cases:

"Fine. Send me one of the introductory cases for a display piece.

Oct. 18,

And you a half d cases, to

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Our deal pro ful piec From no rose to Californ ers not printers sible for of very riers. B a quart

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Cole H

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Direct H. S. In Ashley, Malcolm and Mr. In the series, gross pr ns were Dowd a runners-had best low net.

The v compose tin, W. man. F Deen ar the first

Poyntz

A. R. circulat Globe, Toronto

And you'd better stock me with a half dozen of your regular 48's cases, too."

Each dealer was clearly informed that the half-size case was strictly a one-time offer. All repeat business was to be, and has been, on the standard cases.

Our special introductory case deal proved to be a very successful piece of display merchandising. From nowhere, our evaporated milk rose to a strong fourth position in California. And neither copy writers nor designers, artists nor printers were principally responsible for it. They form a backfield of very fine blockers and ball carriers. But it's a backfield without a quarterback, and without a coach.

In our organization, the coach—or perhaps it's just the cheering section—is the general sales department. The sales department gives the primary orders. It sets the problem to be solved. It states that sales of this product in this

territory must be stimulated at this time.

The quarterback of our organization is the merchandising service department. It's up to us to decide whether display merchandising or some other form of promotion shall be utilized. We must determine just what effect on the broker, the dealer and the consumer this merchandising is to have.

Now the signals have been called, and the copy writer, the designer, the artist and the printer do their stuff.

Unless the plan is laid out beforehand, the backfield will produce an excellent merchandising display. But if a company is interested in putting out a piece of display merchandising which will actually pay for itself, the sales manager and the merchandising manager must see that the accent falls on "merchandising" rather than on "display."



### Cole Heads Western Golfers

H. E. Cole, Crowell Publishing Company, has been elected president of the Western Advertising Golfers' Association, Chicago. He succeeds H. G. Schuster, of *The Chicagoan*. Other new officers are: First vice-president, S. R. Penfield, Curtis Publishing Company; second vice-president Donald D. Sperry, *Good Housekeeping*; secretary L. L. Northrup, *McCall's Magazine*; treasurer, John L. Sugden, J. L. Sugden, Advertising Company.

Directors elected are: E. R. Golde, H. S. Irving, R. W. Richardson, D. W. Ashley, T. S. Dowst, Mac Harlan, Malcolm MacHarg, W. M. McNamee and Mr. Schuster.

In the final tournament of the 1934 series, George H. Hartman won low gross prize for members. Low net honors were won by Don Heiny, T. S. Dowst and F. E. Crawford, Jr., were runners-up. Among guests, Henry King had best low gross and A. H. Moulton low net.

The winning low gross foursome was composed of M. M. Lord, Russell Martin, W. O. Coleman and George Hartman. Fred Roberts, Henry King, Ray Deen and Don Heiny were members of the first low net foursome.



### Poyntz Joins "Maclean's"

A. R. Poyntz, who was for some years circulation manager of the *Toronto Globe*, has joined *Maclean's Magazine*, Toronto.

### Clicquot in Magazines

The Clicquot Club Company is starting the largest magazine campaign it has ever undertaken. Newspaper advertising which has run during the first eight months of the present year has been directed toward introducing the company's new label and new, full-size quart bottles. The new magazine campaign, while emphasizing the full-size bottles, stresses the quality prestige of Clicquot products and their adaptability to both home and party use. Opening gun in the campaign will be a double-truck spread in November, headed, "Honestly, did you ever see a handsomer family?" illustrating all the Clicquot products.



### Holmes with Donahue & Coe

Andrew E. Holmes has joined Donahue & Coe, Inc., New York advertising agency, as vice-president. During the last twelve years he has been associated with the Philadelphia and New York offices of N. W. Ayer & Son, Inc., as account executive. Previously he had been with Horlick's Malted Milk Company and Welch's Grape Juice Company.



### Jaudon & Barreaux New Business

Jaudon & Barreaux is a new advertising business organized in New York, with offices at 522 Fifth Avenue. Partners are: E. H. Jaudon, formerly advertising manager of *Radio News*, and Adolphe Barreaux, formerly with Beach & Barreaux.



# Waste in Advertising, Yes

But There Is Also Definite Utility, and Here Are Some Ways to Bring It Out

By Harry Tipper

Executive Vice-President, American Manufacturers Export Association

**Y**ES! There's a good deal of waste in advertising. Veblen, Tugwell *et al.*, are correct when they say so, but there is also a definite utility in advertising and that is the important reason for its existence as a business method.

Everything we do is wasteful and the waste is large. Alfred P. Sloan, Jr., in an article reproduced in *PRINTERS' INK* of September 6 stated that there is enough energy in a gallon of gasoline to run a small motor car 400 miles, but we cannot get anywhere that amount of utility out of it.

In the old days when I worked on steam plant installation we figured that we got less than 10 per cent of the energy value of the fuel in usable power. The delivery truck must spend a lot of time in waiting, besides the energy waste in the machine itself; the salesman gets in only a small percentage of productive effort.

Of course it would be palpably absurd to give up the steam, gasoline or electric motor, the movement of the truck or the salesman, because they are so wasteful. They are more useful than the methods we employed previously; they do not require the time and human energy the others did. We can do more with them and consequently they are more suitable to our purposes.

Some of the men who have drawn attention to the waste in advertising have gone a good deal further and advocated its virtual elimination because of the waste. They have not applied this same reasoning to the other contrivances we use. This may be due in part to the fact that our explanations of advertising have been mainly wrong, because we have not been willing to admit its deficiencies even to ourselves. We have not

been ready to say we did not know all about it, but we were studying its workings and taking measures to improve it.

We have been so concerned with its defense that we have ended up by making out too good a case for it and have spoken in terms perilously close to those of the old medicine man with his cart and his flare. When have we, in advertising, admitted that we should be able to convince 500 people and we cannot record more than thirty? If that is all we can get out of a motor with all our knowledge of mechanics, is it likely that we are doing much better in advertising, which is dependent upon the human equation about which we know less.

## Waste, of Course, Is Never Justifiable

Let's admit it, advertising is wasteful, but not in the way suggested by the adherents of the economic school mentioned at the beginning of this article. Furthermore, let's admit that waste is always loss and cannot be justified, except by saying that we do not know enough to eliminate it. We can say, however, what we have done about it in the past and with what results and what we propose to do about it in the future with what projected purpose.

Of course the idea that we should eliminate advertising because there is considerable waste in its use is not tenable; we would have to give up most of the tools and methods we work with on that basis. We should be open to changes in its use, if these are found to express greater utility and we are obliged, by the recognition of the waste, to find out by what means we may increase its effectiveness. Advertising is a method of merchandising, used by management for the purposes

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of contacting with customers, the users or others of value to his business. As such it is involved, not only in the wastes inherent in its own operation, but it must be affected by the mistakes of the people who use it. It is a reflection of these policies, showing to the public what the management believes the public ought to see.

Any deficiencies in the program and any mistakes in the decisions of the management are exhibited in the advertising. Its mistakes are public, whether they arise within its operation or from the manner of its use by the business. They are more so in fact than many of its values, which are accumulated over a period. The mistakes in advertising cannot be hidden from the student of current economics. It is the only operation of business that is inherently on the stage all the time.

#### Emotion Colors Our View of Advertising

Furthermore, advertising must use the human appeals and sentiments to such an extent that it is quite difficult to appraise its values without showing those prejudices that arise out of human emotions. We like or dislike advertising of any or one kind, and that feeling colors all our examinations of its values. It is possible to study index charts, population growth, the rise and fall of prices and other economic factors with a degree of impartiality that must be absent when we approach the question of advertising. The reaction to it will be, only rarely, of the calm and considered.

Advertising men and critics alike exhibit this. The man who is interested in advertising and has labored with its difficulties and hopes and its powers, is apt to feel strongly about the criticism and to spring to the defense of a method of which, he, more than anyone, knows the deficiencies. Similarly the critic is expressing, not so much the exploration of its values as his likes and dislikes, which he justifies by his reasoning. He is not led to his conclusions by his evidence so much as his feelings and because he has felt the power. His

argument is apt to run much more along political than economic lines.

This human character affects all merchandising, but especially advertising. It is the most potent reason for the sway of fashion in operating, the clamor of superiorities, the exaggeration of claims and the other things that beset it. It is not possible for the individual to labor over this kind of work and develop its final form, without feeling toward it some of the enthusiasm or despondency that is associated with effort in any branch of the arts; and it is equally impossible for the critic to study its visible effects without reacting to those results in an emotional way.

All this makes the reduction of waste in advertising much more difficult than in more technical branches of business. Mathematics indeed cannot measure the efficiency of a power which varies almost from zero to infinity. One man may preach to his congregation for fifty years without any observable effect, other than to increase the skepticism; while another, gifted in the use of language and in the play of human emotions, empowered with the force of conviction, may be able to put the place in an uproar over a single week-end.

Yet who is to say that the fifty years were entirely ineffective? The campaign that has occupied many hours of thought and labor may be destroyed of half its value by the wrong use of headline, the ineffective illustration or the strain on the credulity. Every advertisement not only competes with every other, but all suffer from each other. The confidence of skepticism affects all to some degree.

#### Progress in Use of Advertising Gratifying

Under these circumstances the progress that has been made in the use of advertising is quite gratifying. For years now the studies have been going on in greater and greater degree and with more care in their consideration and development. The results are visible easily to the eyes of the informed practitioner, in the improved bases of operation. It is true that with all this we have only attacked the

fringe of the subject and have the most elusive elements to deal with; but the work that has been done already is by no means unimportant either in the care with which it has been pursued or the results that have been achieved. When I look back on the first days of my work in the field and note the difference today, the change compares favorably with the progress we have made on the scientific side.

Examine carefully this progress, however, and it will appear largely as an improvement in the technique of the operation. Engraving, photography, typography and other elements of the advertisement have made remarkable strides. Information on media and their circulation, volumes, markets, the channels of distribution and the like is vastly greater. Even on the psychological side the technique of the research has made much more progress than the capacity to turn it into human results.

When one turns to the advertising copy, the message, the continuity in radio, the difference is not

so great. The pages of **PRINTERS' INK** could be turned back thirty years and the effectiveness, good and bad, except in the technical features would show little advance.

It is not easy to separate the technique from the other and we must not be misled into transferring the progress made in the stage settings, into the belief we have made a better play. I adhere to the thesis that has been the center of my consideration of advertising all along: the efficiency of the advertising copy, the message is the greatest line of future progress and indeed in all the human affairs that we deal with in merchandising.

Improvement in technique is valuable; given efficient copy it will heighten every value of the message itself, just as the technique of training will emphasize the training that is inherently good, but the power in advertising lies after all in the language and the illustration. These are the stimulants to human imagination, the elements with which to stir human

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The image shows a stylized advertisement for Esquire magazine. The word "Esquire" is written in a large, elegant, white script font against a dark background. Below it, the words "THE MAGAZINE" are printed in a bold, white, sans-serif font. To the right of "THE MAGAZINE", the word "ZERO" is partially visible, suggesting a price or issue number. The overall design is minimalist and sophisticated.

## MOMENTUM

### A Short Short Story

With a 346% advertising gain over the corresponding issue of a year ago, *Esquire* is the fastest growing as well as the most widely discussed of all magazines.

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desire. It is with these we can blow away the fog of indecision, or confuse the clear thought, weave out of the most volatile constituents the rigidity of a statue. By these means we can set the pulses dancing or calm the disturbed vision.

The restraint of our language and picture strengthen the boldness of our conception. When we are merely dull we avoid all difficulties, but get no response. As soon as we succeed in stirring the interest we shall secure the result, either for or against our future. There is much about the finer possibilities of this flexible and powerful instrument that we need to learn, and much that we now use that we must discard.

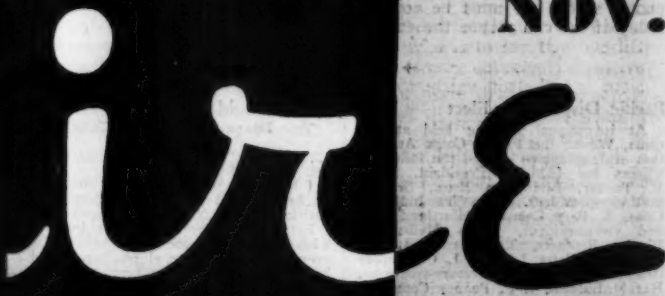
The cultural values that are brought to the people through the commercial possibilities of advertising, permitting the growth in the character and scope of all media, react upon the advertising itself; demanding of the advertising man, not only better technique, but better messages, more ade-

quately considered and more directly attuned to the purpose and the audience.

We need to study much more thoroughly, the value of restraint upon the accumulation and continuity of result. We must consider the strength that lies in reserve and decide whether our purposes will be fulfilled entirely with the day's impression regardless of tomorrow's reaction.

Once in a while I have come across something which succeeded in suggesting, in the most excellent taste, what would have been crass exaggeration if it had been actually defined. That element deserves greater attention by all advertising people. Things that are better pictured than said, the niceties of balance between what the illustration will picture and what the message will say deserve more consideration.

In all our business we could learn with great results the value of indirection, that art which leads to a conclusion, or many times only to where the conclusion is in



FOR MEN

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Approaching  
200,000  
Circulation

50c.

per copy

sight, but makes no attempt to demand a decision. It has its very important place in the favorable inclination of people and should be much more definitely in our scheme of operation.

It is obvious that any active copy must do its work, either for or against what we want. It is equally sure that we do not know exactly what elements have been the successful ones and what ones there were, in spite of which the whole campaign went over.

Destructive competition finds its echo in destructive advertising which builds up its immediate success by reducing the confidence that alone will justify the future advertising man in his efforts. The platform of advertising, the rostrum from which the individual organization expresses its policies and beliefs, must, like all platforms, observe the niceties when the conversation need not, even between savants.

Our advertising copy is about as efficient as the motor Mr. Sloan spoke about, which should be able to get four hundred miles on a gallon of gas. We should be able to get the attention of four hundred people where we must be content today if we can secure the ear of

twenty-five. There are many difficulties of course in the program of getting greater efficiency and cutting out some of the waste.

Nevertheless, the possibilities in the way of increased efficiency in this part of our work are very great; the maximum is as unpredictable as the future of science and the differences in our present range of efficiencies so large that if all advertising were equal to the best the result would be many times greater than it is now.

We must go ahead with all the technical possibilities, with all the research opportunities; but when we are organizing our study we must give the major place to the preparation of the copy and the illustration, what we will say and picture, because it is the very heart and core of the whole program and the center of its future usefulness.

Much of the criticism of advertising that sweeps the whole surface of its endeavor would be stilled if our use of the actual copy were as far advanced as the technical accompaniments of its work, and if the business men who use it, understood the human values as well as they comprehend their own operations.

### Pacific Displaymen Elect

At its annual meeting held at Tacoma, Wash., the Pacific Coast Association of Displaymen elected the following officers for 1934-35: President, Floyd E. Tucker, Livingston Bros., Seattle; first vice-president, Rollin Trumbull, Jr., Chas. S. Berg Company, Portland; second vice-president, James Melbostadt, Rhodes Brothers, Tacoma; third vice-president, Victor Linden, J. C. Penney Company, Spokane; secretary-treasurer, Harold Bidwell, J. C. Penney Company, Everett. Portland was tentatively named as next year's convention city.

### New President, WIP

Benedict Gimbel, Jr., has been elected president of the Pennsylvania Broadcasting Company, owner of Station WIP, Philadelphia. He succeeds Ellis A. Gimbel who becomes chairman of the board.

Franklin Lamb was elected vice-president; George A. Lough, treasurer, and Bernard Brown, secretary.

Kenneth Collins, Richard Gimbel, Charles Edwin Fox, and Arthur Kaufmann are members of the board.

### Praise for Mr. Collins

THE DRACKETT PRODUCTS COMPANY  
CINCINNATI

#### Editor of PRINTERS' INK:

I have just finished reading an article in *PRINTERS' INK*, issue of October 4, entitled "Why Not Give Manufacturer a Fair Break?" by Kenneth Collins, and wish to state it is one of the best I have ever had the privilege of reading. Would it be possible to secure reprints of this article for distribution to a few of our retailer and jobber friends?

ROBERT DE NOVELLES,  
New York Divisional Manager.

### Join "Christian Science Monitor"

Recent additions to the advertising sales staff of *The Christian Science Monitor* include Harvey W. Cook, Boston office; Baldwin Herman, New York; Edwin H. Felt, Chicago; William M. Cotterill, Seattle. Mr. Cook was formerly with Inks, Inc., New York; Mr. Felt with Chicago *Daily News* and Mr. Cotterill with the *Seattle Times*. Mr. Herman was transferred from other duties in the *Monitor's* New York office.

# ★ NEW DIGEST NEWS

NEW YORK, N. Y.  OCTOBER 1, 1934

## Digest Editors Score Ten Scoops in Past Four Months

### Remington Rand Checks Results

**Find Coupons Productive**

**Every 100 Inquiries  
Lead to 37 Sales**

NEW YORK, Oct. 1—Remington Rand, Inc., Buffalo, N. Y., manufacturer of Remington Portable Typewriters, is the latest national advertiser to check actual sales among readers who sent coupons in response to advertising in The Literary Digest.

A novel and impartial investigation method indicates that every 100 Digest inquiries received by Remington Rand led directly to 37 sales of Remington Portables.

Remington Rand's result findings are by no means unique. In the past fifteen months similar surveys have been conducted for 9 national advertisers. In every single case, results beyond the advertiser's expectations have been revealed.

Complete reports of these investigations, invaluable as records of tangible advertising results, are available on request.

**Beat Rival Weeklies  
with Ten Stories,  
Dailies with Four**

**New Editorial Vitality  
Boosts Reader Interest**

NEW YORK, Oct. 1—Ten times since June 16, the alert new editorial staff of The Literary Digest has scooped rival news weeklies on important stories. On four of the ten occasions The Digest beat even the daily newspapers, a noteworthy achievement for a national magazine.

The most dramatic scoop occurred in the issue of June 16 when The Digest was on the stands June 14 with news of England's proposed plan to double her air forces, a story which the dailies didn't get until June 27, thirteen days later.

In the issue of September 1, The Digest startled journalistic circles by publishing exclusive interviews with Keisuki Okada and Koki Hirota, Premier and Foreign Minister of Japan.

These feats of journalistic enterprise and the uncanny accuracy with which The Digest handles current news and forecasts coming events are bringing wave upon wave of enthusiastic reader interest.

# MINNESOTA'S 1934 RANK *in* FARM CROPS

**FIRST .. in Butter**

**FIRST .. in Barley**

**FIRST .. in Oats**

**FIRST .. in Flax**

**SECOND in Dairy Cattle**

**SECOND in All Cattle**

**FOURTH in Value of All  
Livestock**

**FOURTH in Corn**

**FOURTH in Potatoes**

**FIFTH .. in Spring Wheat**

**SIXTH .. in Hogs**

**SIXTH .. in Hay**

**NINTH .. in Poultry**

● In this outstanding farm state of the country, our publication reaches 80% of all farm homes and has more subscribers than any publication of any kind.



**Farm, Stock & Home**

SAINT PAUL, MINNESOTA

New York—Midwest Farm Papers, 250 Park Ave.

Chicago—Midwest Farm Papers, 6 No. Michigan Ave.

Detroit—G. S. Broholm, 3-258 General Motors Bldg.

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# Modern Ideas about Store Demonstrations

Demonstrations play an important part in the merchandising plans of a number of manufacturers selling through food and drug outlets. In a recent issue of *Chain Store Age*, Mr. Hoffmann, manager of a Jewel Food Store in Chicago, gave some practical hints on making store demonstrations pay. Although this article is written from the angle of the store manager, it has many practical suggestions for manufacturers interested in the subject.

By Jack Hoffmann

DEMONSTRATIONS have a regular place in the planned promotions of my store. I believe firmly in the idea that demonstrations of good merchandise will make sales because I see it work in actual practice.

The usual form of demonstration that a manufacturer offers is a taste of the merchandise being demonstrated. In my store these practical demonstrations are always effective.

But they have dangers, too, that must be guarded against. If left to pursue their own methods many outside demonstrators may push their advertising to a point which would be offensive to customers or which would interfere with orderly store procedure. Therefore I definitely limit the activity of the demonstration.

The first rule of practical demonstration in my store is that the customer is not to be pursued about the floor. The demonstrator must stay in her station. When the customer walks past this station it is time to invite her to sample the merchandise being shown. If the invitation is accepted there is no possible chance of offense that might be given if the demonstrator should leave her place and aggressively approach the customer at any point where she happened to be in the store.

The front floor space of this store is divided into two aisles by a row of tables set between the checking counter along one wall

and the produce racks along the other. These aisles lead into an open square at the place where the wall shelves begin. No matter which side of the store the customer comes into or goes out by she must walk through this square. And it is here, at the right of the head of the main line of center floor tables, that I find the best place for merchandise demonstration.

A demonstration is made, first of all, for the sake of immediate sales, because if a sale is not made at once the major effect of the demonstration is dissipated before the prospect comes in contact with the merchandise again. Therefore the endeavor to promote a sale should be made at the time when the customer is most receptive to the idea of buying.

This is another excellent reason why the place chosen is particularly good for demonstration. When the customer walks toward the demonstration station she is just beginning to buy her merchandise. She will look with more favor upon the suggestion of the demonstrator at this time than she will either while she is assembling the items she has come in prepared to buy or when she has her basket ready for checking.

Limiting the activities of the demonstrator to a certain place is also desirable in order to be sure to keep her away from the checking desk. The checking desk should never be visited by a demonstrator.



In the first place, the result of an endeavor to promote a sale there, as compared to the result of the same effort made with the customer who has just commenced her buying, is a waste of time. Second, and very important, approaching customers at the checking desk is bad practice because it is apt to distract attention from checking and cause confusion that may end in cash irregularities that hurt either, or both, the customer and the store.

Another hard-and-fast rule is that the demonstrator must not over urge the customer. In my store she may address only two questions to the same prospect. "Have you ever tried —?" and the follow-up invitation, "Would you care to try a sample?" are as far as the demonstrator is permitted to go if the answer received is "No."

If the answer is acceptance of the sample then there may be further sales talk and the merchandise may be offered for sale.

#### Importance of Display in Demonstrations

Display is a great aid to results in demonstration. In practical demonstration the right kind of display makes the prospect receptive to the invitation of the demonstrator. In many cases the display is the only invitation necessary to bring the customer's acceptance of the sample.

Not long ago we had a demonstration of salad dressing. To help this demonstration along we made a special display. Instead of using the end tables to show the merchandise a mass display was built up from the floor in front of them. This display was in the form of a circular base pyramid.

The base of the figure was six feet in diameter, and the apex was seven feet from the floor. Quart containers were piled in the lower third. The upper two-thirds consisted of pint jars. This was a striking mass for a comparatively small space.

The display worked not only in the daytime, but to add to its sales effect a strong floodlight con-

cealed beneath the top shelf of the wall case near by was turned on after the store lights were out at night, making the pyramid plainly visible from the sidewalk.

The demonstration of the merchandise was made by its use as a dressing for a simple cabbage salad. This salad was served in a large hollowed out cabbage head and the customer received a spoonful in a small cup. We made a display of cabbages on the corner of the table facing the side aisle.

This demonstration lasted three days. During the time it was in progress we sold 176 pints and 49 quarts of the salad dressing.

#### Demonstrations Do Not Need All These Elements

Demonstrations, however, need not include all the features of personal attention, sampling and feature display that make up the ideal demonstration method, to be successful. In my store good results have been had on demonstrations leaving out each one of these factors. A recent method of cookie demonstration left out the personal element and was highly successful.

Cookies were piled on an aisle table and a single cookie in a small transparent bag was placed on each cookie package. It was obvious to the customer that the cookie in the bag was intended for sampling. Being in an airtight bag it kept fresh. The taste of the fresh cookie practically always led to the sale of one or more of the packages. During the demonstration a small display was kept in the store window. In the three days we sold 178 packages.

In every demonstration that includes the personal element of salesmanship I add some related item to be pushed along with the major item of the demonstration. When an outside demonstrator comes into the store in the interest of some individual item I stipulate that she shall help as much as she can on pushing the related merchandise. Co-operation has always been easy to get, as it should be, because the addition of the related



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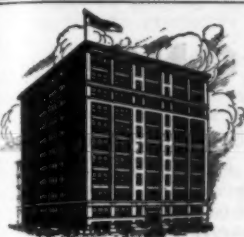
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One of the largest and most complete printing plants in the United States

## Day and Night Operation

*The best quality work  
handled by daylight*

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands.

### Printing and Advertising Advisers

We assist in securing catalogue compilers, editors, advertising men, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

## Catalogue and Publication PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

**Make a Printing Connection with a Specialist  
and a Large and Reliable Printing House**

### OUR SPECIALTIES:

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Printing

Such as Proceedings, Directories, Histories, Books and the like. Our complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING**  
(Linotype, Monotype and Hand)

**PRESSWORK**  
(The Usual, also Color)

**BINDING**  
(The Usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING**  
**ELECTROTYPING**  
**ENGRAVING**  
**DESIGNING**  
**ART WORK**

If you want advertising service, planning, illustrating, copy writing, and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Business Methods and Financial Standing the Highest (Inquire Credit Agencies and First National Bank, Chicago, Illinois)

### Proper Quality

—Because of up-to-date equipment and best workmen; clean, new type from our own foundry and used once only; modern presses of all kinds.

### Quick Delivery

—Because of automatic machinery and day and night service; binding and mailing equipment for the largest edition.

### Right Price

—Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders. We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us. Don't you owe it to yourself to find out what we can do for you?

**Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.**

**Let us Estimate on Your Next Catalogue or Publication**

*(We Are Strong on Our Specialties)*

## Printing Products Corporation

*Executives*  
**LUTHER C. ROGERS**, Chairman  
Board of Directors  
**A. R. SCHULZ**, Pres. and Gen. Mgr.  
**W. E. FREELAND**, Sec. and Treas.  
**H. J. WHITCOMB**, Vice Pres.  
**J. W. HUTCHINSON**, Vice Pres.  
Catalogue Sales

**Catalogue and Publication  
PRINTERS**

**Polk and La Salle Sts., Chicago, Ill.**  
**Tel. WABASH 3380—Local and Long Distance**

# ALL WRONG!

In a recently issued "Survey of the Trading Character of Greater New York," made in 1932, R. L. Polk & Company, dealing with newspaper circulation in the various boroughs of the City, stated that The Home News circulated in 73,000 Bronx homes.

**This is not true—The Home News circulated in 1932 in more than 95,000 Bronx homes.**

The Home News is distributed only in The Bronx and in Manhattan north of 110th Street. No copies go either by dealer or carrier outside this territory.

The report of the (A.B.C.) Audit Bureau of Circulations for the year ending March 31st, 1932, gives the total net paid circulation of The Home News: Daily 111,020; Sunday 113,509.

The net paid circulation in THE BRONX ALONE for the same period was: Daily, 95,757; Sunday 96,834.

As a matter of fact, The Home News goes into many more homes because of its free promotion copies. Its total guaranteed circulation from 110th Street north in Manhattan and in the Bronx is 150,000.

The names and addresses of Home News subscribers appear in the route-books of our 780 carriers who make a home delivery of the paper every day. (The newsstand sales are small, on this account, but practically 100 per cent go home.) These names and addresses were, and still are, available to Polk & Company and to anyone interested.

This statement of the facts is presented not only in justice to ourselves, but in fairness to those who may have accepted as correct the false picture the Polk "Survey" has presented of the newspaper situation in The Bronx.

373 E. 149th St.  
New York City

**THE HOME NEWS**

Bronx and Manhattan

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item makes the sampling more attractive to the prospective customer.

Not long ago we had a demonstration of a canned soup. Our table was set up in the regular place and the end tables of the center aisle were piled with displays of the merchandise. We thought it would add to the soup demonstration to give crackers with it and so we made a display of the crackers right around the corner from the demonstration table facing the side aisle.

We do not find it necessary to give special prices on demonstrated merchandise. Where price comes into the demonstration it is usually on merchandise sold under our own brand on which a special value is given to further the demonstration of quality. With these goods we can use the extra inducement of price to secure extra attention. The point in demonstration, however, is not to sell price but to sell quality; and all sales talk is based on the quality of the merchandise being demonstrated.

\* \* \*

## Program for First District

**P**LANs for the annual convention of the First District of the Advertising Federation of America, to be held at New Haven, Conn., November 8, 9 and 10, have been tentatively prepared, under the general direction of District Governor Donald W. Davis, of the Springfield Newspapers, and Nathan B. Stone, of Stone's College, program chairman.

Speakers will be: E. P. H. James, sales promotion manager, National Broadcasting Company; Leo E. McGivena, promotion man-

ager, New York *Daily News*; Allen Zoll; Eliot L. Wight, advertising manager, United States Envelope Company; Chester H. Lang, president of the A. F. A.; Edward A. Filene, Wm. Filene's Sons Company; Professor Irving Fisher, Yale University; George Small, Eastern manager, advertising department, *The Literary Digest*; C. B. Larrabee, managing editor, **PRINTERS' INK**.

Presidents of the clubs in the district will act as chairmen of the various sessions on the program.

\* \* \*

### Barton Joins Roundsman

Robert S. Barton has entered the New England food field as treasurer and sales manager of Roundsman Food Products, Inc., which manufactures and distributes cocoa and chocolate products. He formerly was general advertising manager of the National Biscuit Company, resigning in December, 1933. Previously he had been vice-president and director of the Brown & Williamson Tobacco Corporation.

\* \* \*

### New Duties for Howard Ehrlich

Howard Ehrlich, recently elected vice-president of the McGraw-Hill Publishing Company, has assumed charge of all electrical publications. These include: *Electrical World*, *Electronics*, *Radio Retailing* and *Electrical Merchandising*. He continues as president of the Electrical Trade Publishing Company in charge of *Electrical Contracting*, *Electrical Wholesaling* and *Mill Supplies*.

### Ashley Made Advertising Manager "Woman's Home Companion"

Daniel W. Ashley has been made advertising manager of the *Woman's Home Companion*. He joined the Crowell Publishing Company fifteen years ago as a salesman in the Boston office. He was transferred to Chicago five years ago as Western advertising manager of *Woman's Home Companion* which position he has held until his recent appointment.

\* \* \*

### Joins John E. Lutz

Robert E. Finn, son of Joseph H. Finn, vice-president of Reincke-Ellis-Younggreen & Finn, Chicago advertising agency, has entered the advertising business as a member of the staff of John E. Lutz, Chicago publishers' representative.

The John E. Lutz organization has recently been appointed Western representative of the Philadelphia Public Ledger.

# Why Joint Campaigns Fail

Unless Based on Certain Essential Policies Co-operative Advertising Cannot Build Results

UNIVERSITY OF MISSOURI  
COLUMBIA

*Editor of PRINTERS' INK:*

From your own general knowledge can you give me the names of any industries that have used co-operative advertising?

I am interested in listing for my own information as many industries as possible that have tried this form of advertising. Could you also say the approximate degree of success of such co-operative advertising?

E. K. JOHNSTON,  
*Associate Professor of Advertising.*

THE files of PRINTERS' INK show that about 200 associations have engaged in co-operative campaigns since 1920. This does not include co-operative campaigns by municipalities, resorts or tourist bureaus. Nor does it include purely local campaigns such as are frequently carried on sporadically by groups of dealers in cities.

A study of the names of those industries that have at one time or another used co-operative advertising shows a pretty good cross-section of American industry. At first sight this imposing list might seem to be a ringing endorsement for co-operative advertising. As a matter of fact, it is unhappily more of an indication of the American spirit of trying anything once and finding that even on this basis some things can be tried once too often.

There is no question that industry has abused, misused and maltreated co-operative advertising more than any other type of publicity effort. What in a few cases has proved to be exceptionally productive effort too generally has been allowed to degenerate into waste and expense.

Industries have taken up co-operative advertising when the individual members were too cowardly or too lacking in faith in

advertising to do the job individually. They have instituted co-operative campaigns when they had insufficient funds. Certain outstanding companies in some industries have tried to institute co-operative campaigns in order to get their competitors to share unduly in expenditures that they themselves were unwilling to make.

As a sad result of this condition many industries condemn co-operative advertising as weak and inefficient when there is no sound reason for this condemnation.

There are certain basic rules that should be observed before any co-operative effort is tried.

The first of these is that the companies that are contributing their funds to the campaign believe in advertising as an effective business force. When they prefer to gamble a few dollars in an association campaign rather than spend what they themselves should spend in an individual campaign, the co-operative effort cannot hope to succeed. The most successful co-operative campaigns have been those where the members of an association have not only contributed to the campaign fund, but have also backed this effort by good advertising on their own part.

Many co-operative campaigns have fallen down because the industry went into advertising before it was ready. A lot of groundwork must go before any campaign. The industry must know its best selling theme, it must know what it wants to accomplish, it must be sure that the members will co-operate to the end of the campaign, it must know, in other words, what and why it is advertising.

The second essential of a successful association campaign is a long-time program. Associations do not differ from individual companies in their need for the cumulative value of advertising. No manufacturer ever conquered his market with a single advertisement

## THE TIDE OF TRAFFIC FLOWS TO FLORIDA

**Another great season looms in Florida—perhaps the greatest of all! For hotel reservations and house leases already presage the greatest season in Florida's history.**

**America's buying power—cash buying power—will again be flooding those broad Florida highways. For it is an outdoor minded throng that flocks to Florida, ever responsive to Outdoor Advertising.**

**Packer of Florida has made further extensions in its Florida operations. It covers more than sixty cities and towns, and the Packer organization in Jacksonville is excellently equipped to conduct your Florida campaign with splendid coverage at low cost. Early reservations are advised because we have already received more advance contracts than in any previous Florida season.**

**PACKER**  
OF FLORIDA INC  
**JACKSONVILLE**

*I am pleased to announce  
the appointment of*

**Paul Block and Associates**

*As  
National Advertising Representatives  
of the*

**Bridgeport Post**

**Bridgeport Telegram**

**Bridgeport Sunday Post**

*Effective October 15, 1934*

**Post Publishing Company**

**BRIDGEPORT, CONN.**

**Edward Flicker**

*President*

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and few manufacturers ever made an appreciable dent in their markets with a single campaign. Yet many associations expect unusual results in two or three months.

Associations must look upon advertising as a long-time test. Advertising should be sold to the members on that basis. They should be told that if they have not the courage to carry on for several years, that if they expect the industry to be revolutionized on the strength of a few months of advertising, they had better put their money back in their pockets.

Occasionally an association campaign commences with a comparatively small amount of money available. The backers of the campaign hope that once the members see the advertising they will realize its value and come through with the necessary cash. This seldom works.

The reason it does not work is that it implies an immediate return from the advertising, and immediate returns are not always easy to get. Thus when they do not begin to show up those who are expected to contribute later shake their heads, say, "I told you so," and the association campaign folds up.

#### How to Apportion Expenses of Campaign

Another ingredient of a successful association campaign is an equitable assessment scheme. In any association the members who are doing the largest volume of business will profit the most from co-operative advertising. It is only fair that they should pay a proportionate part of the advertising appropriation.

Many associations arrange their dues on a volume of business basis and it is only natural that they should arrange the advertising assessment on a similar basis. Campaigns that give the little fellow in the industry the opportunity to complain that he isn't getting a square deal, usually don't stand up for any length of time.

It is necessary also that the theme of the campaign be chosen carefully.

It should be a theme which will

benefit the entire industry and not just a few of the members. Nothing will kill a campaign quicker than to have a considerable number of those who are paying for it see the profits going to a few more affluent members.

Also, the association should make very sure that the advertising story be the best possible story. This can be determined only after considerable investigation.

To find the right story requires research. It requires a thorough understanding of the field. It requires a look ahead, a study of industrial trends.

The campaign should also build toward a logical climax. This does not necessarily mean starting with a teaser advertisement and working up to an explosion. It does mean carefully planning the sales story so that each advertisement presents its points as a clever salesman might present them.

Every advertisement should be an integral part of a larger campaign, dependent on the copy that has gone before and contributing to the copy that is to follow.

#### Steering Committee Should Be Small

Many association campaigns have failed because too many cooks have dipped their spoons in the broth. Even a half dozen men on a board of directors can cause plenty of trouble to anyone trying to plan a company advertising campaign. Two hundred business men in an association convention increased the trouble geometrically rather than arithmetically.

Therefore, an association should be willing to leave its advertising plans in the hands of a compact group. If this committee fails, it should be replaced by another committee, not by a convention sitting as a committee. Good association campaigns wherever possible avoid the intangible. It used to be accepted that an association campaign, covering as it did such a wide field, had to be intangible. That this is not true is indicated by some of the successful campaigns of past years.

It is also necessary to have a good organization and the ability to

follow through. For instance, there is the headquarters' organization. Association advertising, if it is meant to pull inquiries, must pull them into some central headquarters.

The problem of inquiries is important. The primary consideration must be that inquiries are properly answered. This means the preparation of sales literature which lives up to the association's advertising and up to its members' products. It means the preparation of good sales letters, and follow-up letters, if necessary.

The question of distributing inquiries is ticklish. Some scheme must be worked out so that inquiries are distributed among members on an equitable basis.

Many association advertising campaigns bog down in the factory yards of individual members. One reason has already been emphasized, members are not really believers in the campaign. Another reason is that members like to leave all the work to headquarters and are not willing to put in any extra effort to follow-up on headquarters' effort.

Another weakness of association advertising is that members fail to see that the advertising is their own. They frequently complain that retailers do not fully appreciate that a national campaign is really a local campaign for dealers.

They then will turn about and fail to see that their association campaign is really members' advertising.

Some of the most successful campaigns have owed part of their success to the fact that individual members in their advertising use a symbol or a few lines of copy tying themselves definitely to the association advertising effort. This is done easily and has the effect of multiplying the association campaign by as many times as there are members using advertising.

As a close, the following two paragraphs from an article in *PRINTERS' INK* in 1932 act as an excellent summary:

"Wise trade associations will not let past failures by other associations deter them from co-operative advertising. They will study the failures and avoid those things which lead to failure. They will search out for themselves the necessary ingredients for successful association advertising.

"Advertising is a logical tool for associations. It allows members to do co-operatively what they cannot accomplish individually. The expansion of trade association activities which should take place in the next decade will depend to some extent on how much associations understand of the pitfalls as well as the possibilities of association advertising."



### Fleischmann's New Campaign

Full-page newspaper advertisements are appearing in leading papers throughout the country beginning Standard Brands' campaign on the new Fleischmann's XR Yeast. A total of 283 dailies are being used in 176 cities. The magazine campaign will include twenty-six national publications, with a two-page spread followed by full pages. The Fleischmann hour over the air continues, using fifty-four stations.



### Heads Minneapolis Sales Group

Robert J. Jones, regional sales manager of the footwear department of The B. F. Goodrich Company, has been installed as the new president of the Minneapolis Association of Sales Managers. Alfred Colle, of the Bureau of Engraving, and R. W. Ohman have been re-elected vice-president and secretary, respectively.

### New Accounts to Peck

The Midas Camera-Projector Corporation, New York, has appointed the Peck Advertising Agency, of that city, as advertising counsel. Distributors are being appointed in all key cities of the United States with newspaper advertising following as each zone is merchandised. This agency has also been appointed to handle the advertising of the American-Caribbean Steamship Line. Newspapers and general magazines will be used to feature cruises.



### Appoint Mogensen

The Twin Falls, Idaho, *Times*, has appointed M. C. Mogensen & Company, Inc., to represent it in the national field. The Longview, Wash., *News*, has also appointed Mogensen to represent it in Oregon and Washington. After January 1, 1935, the Mogensen organization will represent the *News* in the entire national field.

# THE IRON AGE

*is a member\* of the ABC*

## *Because . . .*

- - - we believe that industrial advertisers are entitled to regular audited circulation reports.

- - - we believe that industrial advertisers are entitled to know how much paid circulation they are getting for their advertising dollar.

- - - we believe that renewal percentage is a reliable measure of reader interest (The Iron Age renewal rate is now 84.76%).

- - - we believe the best results for the advertiser come from interested subscribers.

- - - we believe that advertisements do more effective selling work when they come to the attention of buyer by paid invitation.

# THE IRON AGE

239 WEST 39TH STREET

NEW YORK

*In fact a charter member*

## Books in Brief

**UNFAIR Trade Practices—How to Remove Them.** By Lincoln Filene and William Leavitt Stoddard. (Harper & Bros.) There can no longer be any doubt of the fact that the Recovery Act has disappointed many business men who saw in it an immediate opportunity to clean up many unfair trade practices. So much of the time during the first year of the Act's administration has been taken up with arguments concerning wages, hours, price-fixing and similar subjects that not nearly enough time has been spent on the problem of trade practices.

During the period of great controversy over various phases of the Act's administration a subcommittee of the Business Advisory and Planning Council, a subcommittee of which Lincoln Filene is chairman, has been working on the problem of trade practices. Its work has been done quietly but, nevertheless, effectively. It was, of course, no accident that Mr. Filene was picked as chairman of this subcommittee because he has been a close student of trade practices for many years.

Because of this background this new book is at once the latest and most authoritative discussion of the subject to be found. Concisely, directly the authors deal with the problem as it has been handled in the past and make some cogent suggestions for future work. This is, by all means, a book that must be read by any executive interested in the problem of unfair practices.

**Codes, Cartels, National Planning.** By Bruno Burn. (McGraw-Hill Book Co., Inc.) Because of Dr. Burn's wide experience and study of cartels in Europe, he is ideally fitted to discuss the subject against the background of our present codes and industrial planning. He is thus able to point to the weakness of cartels as well as those of the NRA and to suggest possibilities by which a modification of both systems may be introduced into this country without leading to

the ruin of the small business man and the exploitation of the consumer. As a clear-cut discussion of the place of cartels in European business, this book deserves to be read. Some of Dr. Burn's conclusions may be subject to question, but he does a distinct service by his analytical discussion of a difficult subject.

**Keeping Young in Business.** By E. B. Weiss and Louis L. Snyder. (McGraw-Hill Book Co., Inc.) In this book the authors cease to treat the tired business man as a joke and consider him as something of a national calamity. Furthermore, they attack all of those insidious habits which push the business man into a rut and keep him there. Their book is a wise, sane and often inspirational discussion of a subject that has received far too little consideration.

When an Australian doctor some years ago, by making case studies of famous historical characters, indicated how greatly high blood pressure and dyspepsia have influenced the history of the world, his book put an entirely new light on many historical incidents. Sometime another physician may decide to study the influence of high blood pressure and dyspepsia on American business. Perhaps it is fortunate for the country that business men are giving more attention to the health of both their bodies and their minds. As a contribution to this trend, "Keeping Young in Business" is of real value.

**More Sales.** By Kenilworth H. Mathus. (The Mutual Underwriter Co.) This book is written primarily for insurance men. Like many another book on salesmanship written for a specific field, this has many applications to other fields. It can be recommended as a short case-study picture of good salesmanship.

**The Go-Giver.** By Vash Young. (Bobbs-Merrill.) Undeniably Vash Young has the knack of writing sound inspirational material which

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is freed from the usual bunk that surrounds so much writing of this nature. His present book is a pleasant antidote to the go-getter type of literature and as such can be read with enjoyment by anyone in the field of business. This is an excellent book to put in the hands of salesmen, as those who are familiar with Mr. Young's previous books will know as soon as they read the title and author.

**Industrial Marketing.** By John H. Frederick. (Prentice-Hall, Inc.) Here is a good text-book analysis and discussion of the industrial field. Readers of *PRINTERS' INK* are already familiar with one chapter of this book, which appeared as the article, "Producer's Agent's Place in Industrial Marketing" in the issue of Sept. 20, 1934.

Dr. Frederick has done a thorough job in analyzing the subject in all of its phases. The chapters on industrial advertising are particularly interesting and thorough. Although written as a text-book this work should be of interest to all executives who are working in the field of industrial distribution.

**"It Is to Laugh."** By S. Roland Hall. (Published by the author.) In a pamphlet some twenty-eight pages in length Mr. Hall throws a dozen or so monkey-wrenches into the glittering machine of advertising. Those familiar with his writings will realize that he has a strong right arm and when he throws a monkey-wrench it stays thrown.

Readers who are looking for something different from the super-fervid defenses of advertising that occasionally disgust even those who believe most in advertising will find many refreshing things in Mr. Hall's pamphlet.

**Executive Ability, Its Discovery and Development.** By Glen U. Cleeton and Charles W. Mason. (The Antioch Press.) Here is an interesting discussion of the methods of finding and developing executive talent. The authors analyze the qualities which make a good executive in such a manner as to make some gentlemen who are

proud of their executive ability wince. A serviceable book, not the less valuable because it discusses a subject about which far too little has been written.

**Economics of Clothing and Textiles.** By William H. Dooley. (D. C. Heath & Co.) A thorough discussion of the textile industry from its economic side. The chapter on advertising and ethics might be expanded. Not recommended to those little interested in textiles.

**Dollar Makers.** By George T. Eager. (Greenberg: Publisher.) In this book are 197 sales ideas that worked, 197 case studies, none of which occupy more than a page. It will have most value to retailers, but may offer some constructive ideas to editors of dealer house magazines.

**Finnley Wren.** By Phillip Wylie. (Farrar & Rinehart.) All the *Skeletons in All the Closets*. By Keith Fowler. (Macaulay.) A *Woman of Thirty*. By Ernest Pascal. (Harcourt-Brace.) Fictionally advertising is an even more peculiar world than it is actually. Occasionally it is handled realistically by writers of novels but, as a rule, they allow the satirical possibilities of the subject to run away with their desire to be realistic.

"Finnley Wren" is one of the most wholeheartedly vigorous and Rabelaisian books of the last year. It is worth reading for itself although technically it has little to do with the business of advertising. Wren, however, is an advertising man and the disquisitions on advertising are well worth reading. This is not a book to give to Aunt Hetty, but most decidedly is a book for those who like something unmoral written with a gusto.

"All the Skeletons in All the Closets" has almost no value as a picture of the publishing business. It is frankly dirty in its approach to its problems and as such is occasionally quite amusing. It ceases to be amusing, however, as it goes along. If you are interested in an apparently inside story of the building of a social blackmailing sheet, perhaps you will like the

first two-thirds of this volume. "A Woman of Thirty" is about a woman who heads her own advertising agency. She becomes pretty bothered about sex, which gives

Mr. Pascal an opportunity to write one of the lighter problem books. Hardly worth while from the standpoint of the story told or the characters drawn.

## When Edison Lost

THE FIRESTONE TIRE & RUBBER  
COMPANY

AKRON, OHIO

Editor of PRINTERS' INK:

Appearing in either PRINTERS' INK MONTHLY or PRINTERS' INK was an article containing the following quotation:

"Henry Ford, Thomas A. Edison and Harvey Firestone were touring in the West when an argument arose as to whether Ford or Firestone was the better salesman, etc."

Can you tell us the date of the issue which contains this article?

G. R. LAMSON,  
Library.

IT is sixteen years since the incident described by our inquirer first saw the light of day in the pages of PRINTERS' INK.

Sixteen years, as business goes, is quite a long time. Messrs. Ford and Firestone were no unknowns in 1918, but they have added considerably to their stature and renown during the intervening years. We, today, are apt to look upon these men more as genuises of production and organization than as

salesmen. For that very reason, perhaps it will not be remiss to reconstruct this entertaining anecdote which appeared in our April 18, 1918, issue in an article written by Edward Mott Woolley entitled "Firestone and His Organization."

It was at the home of Luther Burbank in Santa Rosa, Calif., that an argument arose as to whether Ford or Firestone was the better salesman. Thomas A. Edison, who made up the famous quartet, made a bet that neither could sell anything whatever in Santa Rosa. In the town lived a certain rich Indian and Burbank suggested that he ought to have a Ford car.

"You just go out, Henry, and sell him one," he said, "and then Firestone can sell him some tires."

So they went out and found the Indian, and Ford talked himself black in the face for two hours, but couldn't make any impression.

This left Mr. Firestone scant excuse for a market, but, being a man of quick imagination he proceeded to sell the Injun a tire for Injun Junior, to be used as a hoop. Thus Edison lost the bet.

### Best Tonic

MAGILL-WEINSHEIMER COMPANY  
CHICAGO

Editor of PRINTERS' INK:

After reading your editorial in the October 4 issue captioned, "Confidence," I just want to say this: the words written by you, which you would put into the mouth of our President, if uttered by him would be the best tonic that has ever been prescribed for Commerce and Industry.

FRANKLIN MAGILL.

### "Architectural Forum" Appoints

R. N. Jones has joined the sales staff of *The Architectural Forum*, and will make his headquarters in Cleveland. Mr. Jones was formerly with the McGraw-Hill Publishing Company.

### Leather Account to Presbrey

The Frank Presbrey Company, New York, has been appointed advertising agent for the United States Leather Company, New York. Development of a merchandising program and material will be concentrated upon for several months followed by trade-paper announcements. Further development of the program contemplates the use of consumer media, primarily magazines and newspapers.

### Appoints Branstater-Hammond

The National Vita Lite Corporation, affiliated with the National Union Radio Corporation, New York, has appointed Branstater-Hammond, New York to handle the advertising of its Ultraviolet Lamps to the medical market.

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# More <sup>pulling</sup> Power with SPIRAL BINDING



**SPIRAL BINDING** compels attention—steps up the pulling power of sales literature.

Spiral bound books, booklets, catalogues and magazines have smartness, style, class—the modern touch—as well as added usefulness and durability. Used by leading national advertisers.

Every square inch of page space of Spiral bound books is visible—ideal for bleed illustrations. Every page can be

easily turned to front cover position.

Any flat substance can be bound—paper ranging from tissue to cardboard, leather, metal foil, cloth, etc. Pages of different sizes and textures can be included in the same book. Size limits: binding edge, thirty inches; thickness, two inches.

Send us your dummies; we bind them gratis. Full particulars mailed promptly on request.

**[** In the Spiral process the pages are securely held by a single bright steel or brass wire twined in spiral fashion through numerous closely placed holes at the binding edge. The bound edge is a neat, rigid cylinder—the strongest possible "back bone."**]**

## SPIRAL BINDING COMPANY

New York City, 278 Lafayette St. Middle West Office and Factory  
Philadelphia, 124 N. 15th St. 728 Sherman Street  
San Francisco, 300 Sansome St. CHICAGO, ILL.

Holyoke, Mass.  
Boston, 185 State St.

Spiral Binding is manufactured exclusively under U. S. Patents Nos. 1514932 & 1942036.  
Other Patents Pending.



# Now Comes Crisis in Trade Practice Agreements

(Continued from page 10)

majority of cases industry accepted the Government's wage and hour demands only after it had been offered a *quid pro quo* in the form of price protection. Therefore, if the Government is not going to give up its wage and hour demands, business is not gracefully going to give up the advantages—often more apparent than real—that it has gained through price-fixing provisions.

## Bluffing Has Been a Factor

It is a little difficult to see, however, just exactly what particular benefit an industry gets out of provisions that it cannot enforce. To be sure, in many cases industry complains that it has not received the backing of the Government in its efforts to enforce price provisions. One of its chief complaints against the doughty General Johnson was that he threatened often to crack down, but that he was frequently bluffed out of action when the going became tough.

Whether that charge is justified or not, many industries have valid complaints that they have not received too generous co-operation from the Government in enforcing price provisions.

Anyone at all familiar with certain codes knows that Michael and all the archangels could not enforce the price provisions of some of the more complicated codes.

It would seem that there must be a considerable modification of Government policy and the willingness of the lunatic fringe of business to co-operate before price provisions can be enforced in certain industries.

Therefore, it is apparent that only those industries in which price-fixing has no part in trade practices is there any possibility of success by more stringent enforcement of codes.

The third alternative seems to be

the most logical and the most feasible. This assumes that present trade practice provisions should be modified and that definite plans be taken to eliminate conflicts between codes, particularly where a manufacturer's code and a retail code become in some of their provisions mutually exclusive.

There can be little doubt, in spite of the hot reception given the Administration's announcement of a desire to modify price-fixing provisions, that the Administration will make some modification. Its trial balloon was sent up not so much to determine whether business would accept any modification but, rather, to determine just how far the Administration would dare to go with business in its present temper.

Advices from Washington seem to indicate that those at the head of NRA policy are going to lend a more sympathetic ear to business than ever before. This does not mean that the more radical thinkers will not be on hand to protest vociferously against every step that they believe is an incursion on the rights of the consumer. It does mean, however, that there will be more of an effort to reconcile the actual needs of business with the program of the less radical members of the Recovery Administration.

## Right Not All on One Side

It is, therefore, necessary that each industry develop a clear-cut policy on trade practices. Furthermore, it is likely to be far more important than before to have sound ethical as well as commercial motives for the inclusion of certain provisions in codes.

During the last two years, business has been too prone to fight Administration ideas on a basis of winner-take-all rather than on a basis of compromise. There has

been plenty of compromise, but in many instances this has been brought about against the wishes of industry.

In dealing with trade practice provisions, however, business should be prepared, first, to present clear-cut, justifiable plans and, second, to compromise.

One of the most disturbing factors in the successful working out of trade practice provisions has been the overlapping and contradictions between codes.

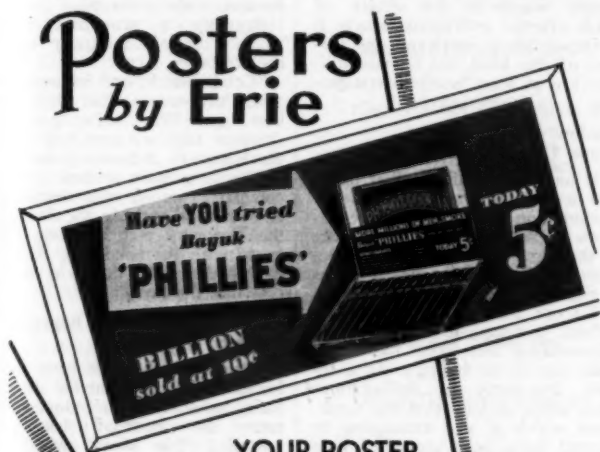
These occur in two ways. Fre-

quently a single company will find itself operating under five or six different codes, no two of which are alike in some of their provisions. In other instances manufacturers' codes have seriously contradicted provisions in wholesale or retail codes.

Obviously this is a condition that is not conducive to efficient administration of codes nor to the elimination of unfair trade practices.

Due to the inescapable confusion attendant upon the setting up of

## Posters by Erie



**YOUR POSTER**  
will make an impression on  
the public, size and posi-  
tion take care of that.  
... Our job is to see  
that it makes a *good*  
impression, as good  
as the original art!

**ERIE**  
LITHOGRAPHING & PRINTING CO.  
ERIE PENNSYLVANIA

five or six hundred codes, there was bound to be this condition. As the NRA enters a new phase, however, it is possible to consider some co-ordinating agency to look at codes as a whole and not individually.

What this particular agency should be must depend upon further research into the problems of trade practice administration. There are several suggestions which PRINTERS' INK is not at liberty to discuss in detail which offer possible solutions.

Perhaps eventually it may be necessary to set up some reasonably simple standards for choice of trade practice provisions. Maybe it is impossible to work out any system of this kind, but its possibilities are at least worth investigating.

#### Shadow of Federal Trade Commission

It has been predicted that under the new set-up the Federal Trade Commission would once more assume a place of great importance in the administration of trade practices. If this is true, business has a right to be seriously disturbed.

No one will deny the many excellent accomplishments of the Commission, but haste has never been one of its failings. As a result, frequently its deliberations have taken so long that the conditions which it was attempting to correct have been corrected long before the Commission could hand down a decision.

Therefore, if the Commission is to assume an important place, business has every right to demand that its practices be modified and that its personnel be chosen for the most expeditious conduct of business. Many times in the past it has seemed that the Commission has leaned over backward in its suspicion of business men. Therefore, industry should hope for and ask for a personnel which will at least try to maintain an impartial attitude.

The best solution of this problem would seem to be found in a close co-operation between the Federal Trade Commission and the various code authorities. In spite

of the delay and inefficiency found in the administration of many codes, the majority of the authorities have been efficient and fairly rapid in action.

It would seem essential at this time that business consider various methods of bringing about a closer liaison between the Commission and the authorities. This may not be the most satisfactory solution of pressing problems, but it presents a phase of the situation that deserves close study.

Of course at the basis of any successful administration of trade practice provisions must be the consent of the governed.

Recently a prominent industrialist complained bitterly against the Recovery Act.

"Conditions in our industry," he said, "are worse than they have ever been. Why, we've got more chisellers than we ever had before the Recovery Act was passed."

This is a more or less common complaint among the disaffected. It overlooks entirely the fact that the Recovery Act has very little to do with the condition. It is industry that falls down in such a case, not the law.

#### Many Codes Did Not Represent Majority Opinion

A number of codes have failed because they represent not the majority opinion of an industry but, rather, the opinion of a few of the so-called "big shots" who have seen in codes an opportunity to put over provisions designed solely for their advantage. Under such a code by no stretch of the imagination can government be said to be maintained with the consent of the governed.

It would seem, therefore, to be important that in any overhauling of fair trade practices great effort be made to see that any provisions included in a code do have the almost unanimous acceptance of the industry. It is all very well to say that you can never get all the chisellers to accept a code with stringent trade practice provisions. At least, business can avoid repeating those errors that occurred when the chisellers wrote the codes.

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time that a few leaders will attempt to set up some kind of blanket solution of all trade practice problems. The situation is not so simple as that. Anyone who has read Mr. Filene's recent book, "Unfair Trade Practices," will be quick to appreciate the truth of this statement.

What is needed today from business is not a flood of plans. Careful study of the present situation and of the reasons for the failures in administration of trade practice provisions must be made before plans can be recommended.

There are comparatively few business men who have analyzed this problem in the seriousness that it deserves.

The Committee on Unfair Trade Practices in Production and Distribution, which is a subcommittee of the Business Advisory and Planning Council of the Department of Commerce, is one body that has made a thorough analysis of trade practices.

Outside of this body, however, there are very few business men who see the problem with a broad point of view. It is this broad point of view that is so essential today.

Whatever happens to the NRA, industry does not want to slip back again into dark ages of business practice. The codes doubtless have fallen far short of realizing what progressive business men hoped they would realize in the cleaning up of bad trade practices.

The codes, however, have by no means been absolute failures. In the last year and a half business has taken a measured step forward in handling unfair trade practices. The ground gained should not be lost.

That is why it is of such great importance that business put trade practice provisions under a most searching scrutiny.

♦ ♦ ♦

Plews, Vice-President, Cuneo

D. E. Plews has been appointed vice-president of The Cuneo Press, Inc., Chicago. He has been on the executive and sales staff of the organization for many years and is relinquishing his present duties as sales manager in order to concentrate entirely on special sales work. George W. Rue succeeds Mr. Plews as sales manager.

## The Use of GENUINE GOLD LEAF

On RAISED WOOD letters

In OUTDOOR displays

GUARANTEES those very

Elusive but desirable

QUALITIES known as:

High ATTENTION value,

MINIMUM replacement,

QUALITY atmosphere,

and ECONOMY.

MAY WE SEND you

An INTERESTING story

About RESULTS

Obtained on OUTDOOR boards

With the use of GENUINE

23-KARAT GOLD LEAF?

Made by HASTINGS & CO.

819 FILBERT ST., PHILA., PA.

Gold beaters Since 1820

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President  
1908-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor  
C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMES, News Editor  
H. W. MARKS, Mgt. Readers' Service

## EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building: Chester M. Wright.  
London, 110 St. Martin's Lane, W. C. 2: McDonough Russell.

## ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.  
St. Louis, 915 Olive Street: A. D. McKinney, Manager.  
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

NEW YORK, OCTOBER 18, 1934

**Which Way** The country is  
**Mr. President?** out of the red.  
The assurance comes from the very highest authority. Ladies and gentlemen: the President of the United States.

If confidence is to spread from coast to coast, it must flow from some lofty eminence; and if this confidence that flows from the White House were confidence undiluted by doubt, then every business man in this broad land would be reached by it, and would partake of it; and the next morning the Depression would be over.

But through the stream of confidence there runs a thread of something darker—something that looks like uncertainty.

From the White House last week came the news that in the wrestling match between private assets and private liabilities, assets once more are on top.

The President let it be known that he believed prices ought to go

higher and that his Administration would continue on its course to help raise them. How high would they be allowed to go? Well, if they went "through the roof," the Government would resort to dollar-value manipulation to control them.

And what about this money manipulation? Reporters at the press conference were reflecting the puzzlement of many business communities when they asked about the dollar; for what is done about the dollar will determine what can be done about prices. And upon prices today hang many commitments, including commitments in sales and in advertising.

Summarizing his ideas, Mr. Roosevelt answered that he had no immediate plans for further manipulation of the dollar's gold content, but conceded that this factor might enter the general problem sometime in the remote future. And such an answer, as even loyal New Dealers concede, seems clothed in vagueness.

There are other uncertainties. But some of these relate to phases of Government-industry relationship that already have been discussed or experienced.

But to Americans, currency adjustment, involving as it does the threat of inflation, is new and therefore looked upon with trepidation.

The President has likened himself to a football quarterback. Every play he has called, he says, has been dictated by the immediate circumstances. But there are those among the key men of business who feel that the Administration's strategy would realize no harm from at least a slight admixture of continuity.

Upon so vital a question as money policy, those of us in the stands would feel more comfortable if our quarterback would indicate, more definitely, which goal he is aiming at.

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# We'll Learn and Like It!

A disturbing truth, unearthed by persons who are bringing pressure to bear on the new Federal Communications Commission, is that Americans are pretty dumb: We're practically illiterate.

But—and here hope dawns. We're all to be educated; and we'll get our education whether we like it or not—and right smack in the ears.

To cram us with erudition, however, will be a mighty big job—so big, in fact, that, by estimate, it will require 25 per cent of the broadcasting time of the broadcasting industry.

Wholly sympathetic with any movement that will pump learning into the masses—if the masses really need it—the broadcasters are worse than stumped.

If Education is to take over one-quarter of the broadcasting hours, which hours will Education like best? That is to say, which hours in addition to the hour between 8 and 9 p. m?

Already, the broadcasters have been disseminating information that they believed was educational. Already—to cite one example—they are engaged in the uphill undertaking of teaching us listeners why good music is good. Already, to cite another example, they have exposed us to good literature. Ingenuously enough the broadcasters have believed that broadcast material could be educational, even though it was paid for by sponsors.

And really, the question is of general interest. Instead of symphony, would the FCC, upon taking over ethereal schooling, give us the glee club of Siwash College?

Would education include a course in what, euphemistically, might be called Government—this to the end that we might become more intimately acquainted with the high

ideals of the Sausage-Measuring Bureau of the Department of Commerce?

There are angles in the matter that are funny. And there are other angles that look suspiciously like the jutting, ill-fitting corners of some slightly cracked social theory.

## A. B. C. Week

Phil Thomson, president of The Audit Bureau of

Circulations, last week wrote to PRINTERS' INK as a charter member of that association asking us to be sure to attend the twentieth convention which convenes in Chicago today.

"The success of this undertaking," Mr. Thomson said, "will be emphasized at the convention. And as one who has contributed to make possible that success, in behalf of the officers I extend to you a special invitation to be present."

Very well, Phil; we shall be there—just as we have been at each and every one of the nineteen A. B. C. conventions preceding this one. We were going anyway; but thank you for your letter just the same.

The annual A. B. C. convention has come to be an established institution in advertising. For one thing, it is Chicago's pride and joy in that it draws to that city each October many of the country's leading advertisers, agents and publishers. These men sit in serious conclave for two days and go into the most meticulous detail in considering ways and means of adding to the quality of circulation and making sure that the advertiser is getting what he is paying for.

It is of particular timeliness this year because, to quote Mr. Thomson, it "stands out as a striking example of the effective regulation of an industry by its own members in their own as well as the public's interest."



As a result of this meeting, it is to be hoped that advertisers will take the bureau a little more seriously. Here is an organization for advertisers which has done and is doing a distinct service for them, but which is given only lukewarm support by them. Publishers pay most of the expense and allow the advertisers to dominate the board of directors. This is right and proper. But it does seem as if more advertisers should at least become members.

### Paging Wes Schuyler

This is one of those times when we feel pretty low about advertising. It long has seemed too bad that the practitioners of this department of management can't seem to learn how to predict results.

At an advertising round-table, an advertising man with an unholy motive in his heart will display two advertisements. "Which of these," he will ask his listeners, "pulled the better?"

Five listeners will say: "The one on the right."

"And that," the fellow up by the big easel will say, "is where everybody guesses wrong. It was the one on the left. But that merely proves, you see, that in advertising no prediction is safe."

And here's why we're sad and humiliated:

Up at Cornell, right now, they're receiving applications for a one-day course of instruction in how to determine the sex of baby chicks. A bulletin from the valued New York State Colleges of Agriculture and Home Economics in Co-operation with the U. S. Department of Agriculture Co-operative Agricultural Extension, Acts of May 8 and June 14, 1914, assures us that "those who attend have a chance to see how it is done, and continued practice will bring efficiency."

From the same authoritative

source, we learn about the youthful Wesley Schuyler, of Syracuse, who is uncannily gifted in forecasting egg-production. As we understand the matter, this amazing young seer can look at a peeping puff-ball and say:

"This one's a female. And, unless something happens to cause her to cease publication before her time, she'll lay, in her career, 1,304 nice, brown eggs."

Shall this sort of thing continue? Shall advertising be thus shamefully outdone? Upon the belief that surely such prognosticational talents can be transferred to other fields, we call upon America's most progressive advertising agency to bring Wes Schuyler down from Syracuse and turn him loose.

### Wisdom, Aged in the Wood

The gentleman said: "Happily, our industry is in the process of stabilization. We must realize that its well-being and the well-being of every individual in it depends, first, upon the good-will we generate among the public, from which we draw our livelihood. Our industry can move forward only as it merits the public's confidence. . . .

"I look forward to the time when every producer will choose the wise course and refrain from putting out nondescript brands of one kind or another—a practice that, in effect, is nothing more than selling the same product to different people at different prices."

Is there a better work-a-day text for any industry? Is there a surer route to redemption for those enterprises that have offended against decency and fair dealing?

And whence the text? Interestingly enough, it's out of an address by Frank R. Schwengle, vice-president of the Seagram Distillers Corporation. Selah! And even Prosit!

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Boston



# Atlantic's

## 10-DAY CLOSING DATE

### APPLAUDED

communication advising us that ten day releases are acceptable to your publication.

I want to congratulate you upon this very constructive move, as I have felt for a long time that publications desired advertising copy too far in advance to make possible the handling of it during these very difficult times.

I am very happy to see the Atlantic Monthly take this forward step. You will kindly convey this to your superiors.

Very truly yours,

*Original letter on file*

Thus writes the president of one of the largest motor companies. ¶ Atlantic accepts complete black and white plates in full size only up to the 10th of the month preceding issue, provided that a definite non-cancelable space reservation is in hand by the fifth of the month. ¶ (Insertion of Book and Publishers' advertising received after the 28th of the second preceding month cannot be guaranteed.)

**PUBLICATION DATE:** 20th of the month preceding.

**CLOSING DATE:** (non-cancelable black and white pages): 10th of month preceding.

(Black and white page rate: \$420)

(Bleed pages at no extra charge.)

Specifications upon request.)

You can reach more important people for less money with

THE *Atlantic Monthly*  
MOST QUOTED PERIODICAL IN AMERICA

Boston \* New York \* Chicago \* Los Angeles \* San Francisco

# Rural and Farm Publications

## Commercial Advertising Linage for September

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies			1934	1934	1933
	1934	1934	1933		
	Pages	Lines	Lines	Pages	Lines
Country Gentleman .. 39	26,297	19,119		Farmer & Farm, Stock & Home	
California Citigraph .. 22	14,848	10,846		Minnesota Edition .. 17	13,101
Capper's Farmer .. 22	14,675	14,692		Dakotas-Mont. Ed. .. 13	9,974
Progressive Farmer & Southern Ruralist				Local Zone Adv. .. 10	7,530
Georgia-Ala. Ed. .. 19	13,855	11,237		Ohio Farmer .. 17	12,736
Carolinas-Virginia Edition .. 18	13,298	12,914		Nebraska Farmer .. 17	12,716
Texas Edition .. 16	11,891	12,962		Local Zone Adv. .. 9	6,477
Miss. Valley Ed. .. 16	11,828	11,280		Average 6 Editions .. 19	13,824
Ky.-Tenn. Ed. .. 16	11,618	10,428		Dakota Farmer .. 16	12,302
All Editions .. 13	9,145	9,807		Prairie Farmer	
Average 5 Editions .. 17	12,498	11,764		Illinois Edition .. 17	12,152
Successful Farming .. 26	11,800	13,834		Indiana Edition .. 13	9,339
Country Home .. 22	9,872	10,137		Washington Farmer .. 16	*11,874
South. Agriculturist .. 11	7,852	9,031		Michigan Farmer .. 15	11,802
Western Farm Life .. 7	5,771	3,964		Wis. Agriculturist & Farmer .. 13	10,283
Southern Planter .. 8	5,728	5,710		Oregon Farmer .. 13	*10,006
Farm Journal .. 11	4,807	3,948		Idaho Farmer .. 13	*9,885
Wyoming Stockman-Farmer .. 3	2,848	2,943		New Eng. Homestead .. 12	8,566
Breeder's Gazette .. 5	2,083	*3,291		Missouri Ruralist .. 10	*7,440
Bureau Farmer .. 2	682	1,981		Kansas Farmer, Mail & Breeze .. 10	*7,251

\*Aug. & Sept. issues combined.

Semi-Monthlies			Weeklies		
	1934	1933			
Arizona Producer .. 17	13,385	6,800	Pacific Rural Press .. 26	19,866	21,985
Oklahoma Farmer-Stockman .. 16	11,797	10,943	Dairymen's League News .. 3	*11,998	*11,877
Farm & Ranch .. 15	11,321	13,871	†Four Issues.		
Montana Farmer .. 11	8,596	7,289			
Hoard's Dairyman .. 11	7,705	8,981			
Utah Farmer .. 8	6,165	6,939			
Missouri Farmer .. 7	5,821	6,221			
Arkansas Farmer .. 6	4,796	†2,432			
†One Issue.					

Bi-Weeklies			Farm Newspapers		
	1934	1933			
Wallaces' Farmer & Iowa Homestead .. 27	21,032	23,832	Kansas City Weekly Star .. 5	12,978	15,154
Ind. Farmer's Guide .. 26	20,681	*6,623	Missouri Edition .. 5	12,936	14,277
Amer. Agriculturist .. 27	19,829	9,960	Kansas Edition .. 5	12,908	11,654
Local Zone Adv. .. 5	3,642	5,006	Ark.-Okla. Edition .. 5	12,908	11,654
California Cultivator .. 22	16,669	14,592	Dallas Semi-Weekly Farm News .. 2	5,879	*2,977
Rural New Yorker .. 21	16,172	10,443	Friday Edition .. 2	5,796	5,398
Pennsylvania Farmer .. 20	15,732	9,882	Tuesday Edition .. 2	5,796	5,398

(Figures compiled by Advertising Record Company)

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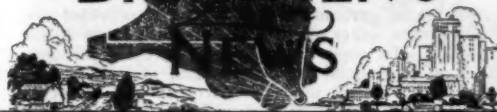
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# DAIRYMEN'S



THIRD WEEKLY BY THE DAIRYMEN'S LEAGUE COOPERATIVE ASSOCIATION, INC.  
Copyright 1933 Dairymen's League Cooperative Association, Inc.

*The* **DOOR to a**  
**Profitable Market**  
**The New York Milk Shed**

Through the open door of the Dairymen's League News, you can pass to a market where buying power is increasing and confidence is returning. The substantial dairy farm families of the New York Milk Shed have money to spend.

Monthly milk checks assure steady income. At this season, the sale of cash crops—potatoes, cabbage, fruit, etc.—provides additional purchasing power.

Since dairying is the main source of revenue of Dairymen's League News readers, they naturally think first of products which are advertised in their own paper. Are these readers thinking of your product? If not, you are missing an opportunity.

## DAIRYMEN'S LEAGUE NEWS

NEW YORK

11 W. 42nd Street

R. L. Culver, Bus. Mgr.  
Tel. PEann. 6-4760

CHICAGO

10 So. LaSalle Street

J. A. Meyer  
Tel. Franklin 1429

"The Dairy Paper of the New York Milk Shed"

# The Little Schoolmaster's Classroom

**A**DD to the list of prominent copy writers none other than Alfred E. Smith. His copy was not a patched up testimonial for some product he has never used or, perhaps, only dimly heard of.

In New York newspapers last week, the Governor made an appeal to his fellow New Yorkers to see their own city. It was, of course, no coincidence that Alfred E. Smith, president, Empire State, Inc., should recommend that the best place to see the city was from the observation tower of the Empire State Building.

The Schoolmaster knows there will be some question in the minds of skeptical advertising men whether Mr. Smith wrote the copy or just signed something that was written for him.

At the risk of being wrong and without making a telephone call, which would immediately dig up the correct answer, the Schoolmaster has as a guess that not only did the Governor write the copy but also, that he re-wrote it and re-wrote it just like any good copy writer.

The Schoolmaster somewhat apologetically reprints the following note from Emil Brisacher and Staff, San Francisco:

"It isn't often that the Little Schoolmaster is caught out of line, but your recent discussion on dog food reveals quite a misconception.

"You emphasize the fact that a grand and glorious advertising op-

portunity is provided certain dog foods because these do not contain horse meat . . . perhaps not realizing that according to the U. S. Department of Agriculture figures horse meat contains 30 per

## NEW YORKERS

.... see your city

by ALFRED E. SMITH



There is no one in the world of people more than the people of the Empire State. They are the people who have made the Empire State the most important of all the states of the Union. They are the people who have made the Empire State the most important of all the states of the Union.

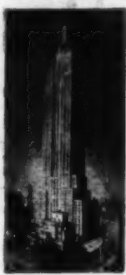
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*Alfred E. Smith*  
PRESIDENT  
EMPIRE STATE, INC.

cent more food value than does beef. Certain hospitals in France at the present time are serving their convalescent patients horse meat instead of beef for this reason.

"It's true that most of us in America have an aversion to eating horse meat in preference to cow meat, regardless of the additional food value, but horse meat butcher shops do exist in the United States for human consumption and are universal in many foreign countries. After all, however, the important thing is the

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our canine friends are not bothered by such prejudices and are primarily interested in what tastes good and keeps them feeling fit.

"The fact that Calo Dog Food, made by the California Animal Products Company, according to most surveys, is among the best sellers throughout the United States, indicates that dog food owners could tell the Little Schoolmaster quite a lot about the most beneficial food."

The Schoolmaster hastens to point out that he did not take any particular position on the merits of horse meat vs. beef. As a long time friend of both the horse and cow he prefers to remain neutral. He merely pointed out that a number of manufacturers of pet food boast that their products contain no horse meat.

Incidentally, Mr. Brisacher's letter suggests an excellent advertising angle for those makers of pet food who do use horse meat as an ingredient.

• • •

In 1923 the Periodical Publishers Association made a study of 300 trade-marks. The total number of companies represented by these 300 trade-marks was 267. Of these only eight, or 2.9 per cent, are no longer in business, despite the worst depression in the country's history.

Of the remaining 259 companies, forty-four have been sold or merged into other companies. Of these forty-four the trade-marks of thirty-six are still actively in use.

These facts are outlined in the introduction of "Nationally Established Trade-Marks," just published by the association.

The report as a whole is a splendid endorsement of the value of advertising in maintaining national trade-marks. While, of course, the

## CONVENIENT MODERN REASONABLE

Accessible to Philadelphia's stores, theatres and business offices . . . Modern in make-up and management . . . Service that bows gracefully to the whims of those it serves . . . And the appeal of less than "top" hotel rates.

1200 Outside Rooms	Single Rooms from \$3.50
1200 Modern Suites	Double Rooms from \$4.50

### BENJAMIN FRANKLIN

CHESTNUT AND NINTH STS., PHILADELPHIA

E. LESLIE SEPTON, Managing Director

The Largest Unit in the United Hotels Chain

## Want to Buy A Real Advertising Sign Business?

RCA, Standard Oil, Brown Shoe, U. S. Lines, and many other National advertisers already sold: Patented indoor, outdoor motion advertising business. Full details given serious inquiries.

"G," Box 269, Printers' Ink

## Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
1 Page 6x9	\$40.45	\$81.90	\$142.55
16 " "	74.55	123.25	230.50
32 " "	142.90	239.95	490.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

## Sales Promotion Assistant

wanted by  
one of the leaders  
in the building industry

• • •

Here is an excellent opportunity for a young man of ability to grow into a position of responsibility. Must be capable of taking complete charge of the sales promotion department, plan campaigns, organize follow-up details, make market analyses, and arouse the interest and enthusiasm of the department. Give complete details of your experience, age and salary requirements in your first letter. Write to "H," Box 270, care of Printers' Ink.

## Well Known Firm of Food Products wants MANAGER

with thorough knowledge of proprietary brand articles and food stuffs. Must have good commercial and advertising experience and ability to supervise staff. Adequate salary now and chance to build big future.

Send full particulars of your business experience and references.

Address "J," Box 271, Printers' Ink.

report is prepared primarily as propaganda for magazine advertising, it has a wide interest for all advertisers because of its reproductions of trade-marks reproduced and the interesting conclusions drawn from the data gathered.

The Schoolmaster would like to quote two significant paragraphs from one of the introductory chapters of the report. These paragraphs are worth the careful consideration of every national advertiser.

"The manufacturer of trade-marked advertised products virtually makes this announcement to the public, 'These are my goods—I made them. I have confidence enough in them to put my insignia on them. I spend my money to tell you about them and the uses for which they are intended, I ask you to try them. If you do not like me or my products, it is easy for you to avoid patronizing me. If, on the other hand, you do like my goods and do wish to give me your trade, it is simple for you to do so.' Thus, this method of distribution becomes a truly democratic process—a genuine referendum with the consuming public as the sole judge.

"Each year there are about 12,000 new trade-marks registered—1934 showed the highest point with 15,749, while 1933 with 9,613 was the lowest in thirteen years. Even after eliminating those not used on goods of general consumption and those that are sectional only it is evident that only a comparatively small percentage of the remainder ever become nationally established trade-marks." • • •

A member of the Class suggests that there might be more large orders booked at this time, if manufacturers extended to small re-

ELECTRIC  
COUNTER  
AND  
WINDOW  
SIGNS

## GILLCO SIGNS • DISPLAYS

GILL GLASS & FIXTURE CO. PHILADELPHIA PA

SPECIAL  
CRAFTING  
IN  
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MONTREAL  
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ailers the privilege of ordering  
their supplies as usual but to be  
delivered in smaller shipments, as  
wanted, and still hold the big  
quantity price.  
One distributor who had been  
in the habit of ordering bottles by  
the hundred gross was refused the  
same price on ten gross. He had  
been forced to take smaller quar-  
ters which did not permit of stor-  
ing the large quantity. All his  
printed matter and long-standing  
prices to the consumer were based  
on buying the bottles at the hun-  
dred gross price which the manu-  
facturer would not allow in smaller  
shipments. Prices to the consumer  
could not be increased under pres-  
ent conditions and an old business  
was discontinued.

From Pearl Violette Metzelthin,  
director of the research division,  
Loose-Wiles Biscuit Company, the  
Class has received a folder issued  
by the company.

The interesting feature of this  
folder is that it advertises other  
products as much as it does Loose-  
Wiles merchandise. It does it by the  
indirect method of showing which  
particular Sunshine and Edgemont  
products go best with certain types  
of food.

Any housewife who will keep  
this list before her will be sure  
that she will always be serving the  
most appetizing crackers in addi-  
tion to the other food on her menu.

It has often been maintained that  
plentiful footwork on the part of  
salesmen is the most resultful  
method of increasing sales. In the  
pages of "Agency Items," official  
magazine of the Equitable Life  
Insurance Co., the Schoolmaster  
recently came across another ex-  
ample of the success of this prac-  
tice.

In this case the nine-year record  
of star salesman David A. Freed-  
man was cited. During that period  
he had sold \$9,302,705 worth of  
insurance—almost entirely the re-  
sult of cold canvass calls. But  
even more interesting than the  
total figures is the way they are  
divided over the years.

Under the short article outlining  
Mr. Freedman's record, appeared

## BUSINESS OPPORTUNITIES

### PRINTERS—PUBLISHERS

Successful publisher is now in position to  
manage unsuccessful publications; or con-  
solidate with or buy publications requir-  
ing experienced, economical control.  
Box 988, Printers' Ink.

#### HELP WANTED

### Artist for Southern Agency

Must be versatile, good on layouts, letter-  
ing and finished art. Give full experience  
and salary in first letter, enclosing if  
possible engraving proofs of work.  
Address Box 991, Printers' Ink.

**WANTED**—Young man, 21 to 25, resi-  
dent of New York City, to represent  
Chicago publisher. State education, ad-  
vertising experience, other qualifications  
and salary expected. Excellent oppor-  
tunity to advance working under pub-  
lisher. Will give preference to young  
man with agency experience. Address:  
Box 989, Printers' Ink.

#### MISCELLANEOUS

**9578 Words**—Deliberately Selected,  
dealing with the faults, foibles and  
fetishes of advertising practice—together  
with some suggested remedies. Written  
boldly out of 35 years of experience.  
Handsomely printed in paper cover.  
Title: "It Is to Laugh"—price 40 cents  
postpaid. Not sent on approval but  
money back if not satisfied. Don't order  
if you think advertising practice is too  
sacred to discuss as freely as engineering  
or should never be reformed except under  
pressure. S. Roland Hall, 118 Pierce St.,  
Easton, Pa.

#### POSITIONS WANTED

**APPRENTICE**, 22; experienced news-  
paper reporter and makeup man, nifty  
word-slinger, seeks advertising oppor-  
tunity. Salary no object. Box  
992, Printers' Ink.

#### ADVERTISING—SALES PROMOTION

Eighteen years' agency, publication, di-  
rect-mail and departmental experience;  
10 years last position; successful record;  
Christian; married. Box 987, P. I.

#### ART DIRECTOR

Artist—wide experience, wishes connec-  
tion with agency or publication, part  
time basis—New York City only.  
Box 986, Printers' Ink.

**Junior Executive**—seeks change—  
at present employed large advertising  
agency fourteen years. Complete charge  
production, traffic and production pur-  
chasing. Young, capable, reliable. Finest  
credentials. Box 993, Printers' Ink.

### 999, P. I.—IS Your Man...

For General Sales Promotion. Prac-  
tical, capable, analytic, resourceful, ener-  
getic. Create "follow thru" sales pro-  
gram while developing force. Broad ex-  
perience. Single, 28, college man, em-  
ployed. Write 999.

### COPY THAT SELLS

Alert, practical advertising man offers  
not just words but ideas and salesman-  
ship in copy and layout. Box  
990, Printers' Ink.

SPECIAL  
CRAFTING  
IN  
GLASS

REGINA  
ALGAST  
DUNTON  
ANILCHOP



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No responsibility is assumed for any omission.

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Advertising rates: Page, \$185; half page, \$97.50; quarter page, \$53.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

a chart in which his sales were divided into two groups. From July, 1925 to January, 1930—pre-depression period—he underwrote \$4,988,964 worth of insurance. From January, 1930 to July, 1934—depression period—his volume amounted to \$4,313,741. These figures show that his sales during the so-called lean years fell very little below a record that was remarkable even in good times.

The Schoolmaster thinks that substituting factual evidence of this type for the conventional sales pep talk is the best kind of psychology. If one man, without resorting to the exploitation of friendship or "pull" of any sort, can compile the remarkable record that Mr. Freedman has, it must be an inspiration to every salesman to invest in a new pair of shoes and go to work. Pep talks may have their uses, but it should be remembered occasionally that salesmen, and executives for that matter, are most interested in increased sales, with or without the good old college spirit.

♦ ♦ ♦

## Death of G. F. McClelland

PIONEER in commercial broadcasting, George F. McClelland died at New York on October 12 by his own hand. He had been head of the Broadcasting Stations Corporation which he organized about a year ago, following his resignation as vice-president of the National Broadcasting Company, where he also had been assistant to the president.

Mr. McClelland, who was in his thirty-ninth year, had been engaged in commercial broadcasting since its inception. He is credited with having been radio's first successful salesman of time on the air when with WEAF in 1922.

Before entering radio work, he was for eight years assistant secretary of the Association of National Advertisers.

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SOMETHING!

It happens repeatedly. People tell us that they follow our advertising with interest. They have it in mind sooner or later to get in touch with us about their printing. And very often they do this very thing, and then we are all happier.

But how do we know how many excellent prospects there are, right in New York City, who make this excellent resolution, and then just procrastinate? So many of us are human.

At any rate, we dedicate this advertisement to those lingerers on the path of dalliance who still remain outside the fold.

do, do  
SOMETHING!

MEDALLION 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, NEW YORK

DAILY CIRCULATION IN  
CHICAGO AND SUBURBS ALONE

627,000

52%

MORE COVERAGE  
THAN ANY  
OTHER CHICAGO  
DAILY NEWSPAPER  
DELIVERS

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

Total Net Paid Daily Circulation  
during official Six Months Period  
Ended March 31 1934 779,000 and

NOW IN EXCESS OF  
800,000



VOL.